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TELEVISION'S MEAN WORLD:
VIOLENCE PROFILE NO. 14-15

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Americans live much of their lives in the world of television drama. The set is on in the average home over seven hours a day, and the amount of time people spend with television is still increasing. Television provides the cultural background for most social behavior and is the foreground for much of family life. Our children are born into a home in which -- for the first time in human history -- not the parents, church, or school but a centralized commercial institution tells most of the stories most of the time. We are all exposed to its vivid and recurrent patterns of images, information, and values every day. What kind of a world does television present? What are its lessons, especially with regard to violence?

These are among the basic questions addressed in our long-term research project, called Cultural Indicators, which has been in progress since 1967. This research consists of two interrelated parts: (1) message system analysis -- study of the content of annual week-long samples of prime-time and weekend-daytime network dramatic programming -- and (2) cultivation analysis -- determining conceptions of social reality that television viewing tends to cultivate in different groups of viewers. The analyses provide information about the geography, demography, characterizations, and action structure of the world of television, and focuses these images and lessons upon specific issues,

policies, and topics.

The research has been supported by funds from the National Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, the White House Office on Telecommunications Policy, the American Medical Association, the Administration on Aging, and the National Science Foundation. Although violence-related findings and indicators have been published most widely, the approach has been broadly based from the beginning to collect observations on the role and functions of many aspects of life presented in television drama. Recent reports included studies of television and political orientations, aging, religion, women and minorities, and science and technology.

This report presents the Violence Profile and Index for prime time and weekend daytime (children's) network dramatic programming for the 1984-85 and 1985-86 seasons. It highlights both recent and long-term trends and summarizes our research on the contribution of television to viewers' conceptions of reality.

Methodology

Violence is a complex social relationship that hurts or kills or threatens to do so. Its purpose is usually to force unwanted behavior on a person or group, to dominate, to terrorize. Symbolic violence is a demonstration of power that may have the same functions but painlessly and even entertainingly. It shows who can get away with what against whom. It also holds other important potential lessons. If the frequency and role of violence in the world of television have anything to do with assumptions about the real world (as most studies show that

they do), they may well cultivate one's conceptions about the risks of violence in the world (including one's own neighborhood), one's chances of encountering and falling victim to violence, one's feelings about the degrees of insecurity, mistrust, and anxiety that seems to be warranted and prudent, and other aspects of personal and group relationships. These and other potential consequences of exposure to television violence are central to our research.

Therefore, we have not reduced our observation of violence to a single type of context by presuming that only imitative aggression is important and only "serious" and "realistic" mayhem has serious consequences. We define violence in a simple and straightforward way that makes no prior assumption about effects but, on the contrary, permits research on the cultivation of any potential lesson of broad societal significance. Our measures are thus based on the reliable observation of clear-cut, unambiguous, and overt episodes of physical violence -- hurting or killing or the threat of hurting and/or killing in any context. Idle threats, verbal abuse, or gestures without credible violent consequences are not coded as violence.

The many potential lessons inherent in the social relationships and demonstration of power depicted in violence, and the many modes of communication through which these can be conveyed, make it necessary to record any act of violence that fits the definition, regardless of conventional notions about types of violence that may have "serious" effects. We include violence that occurs in a realistic and serious or fantasy or humorous context. "Accidental" violence and "acts of nature" are recorded because they are always purposeful in fiction, claim victims, and demonstrate power. Dramatic action is never accidental or "natural." There is also considerable research evidence that humor and

fantasy are effective forms in which to convey serious lessons (Bandura et al., 1967; Ellis and Sekura, 1972; Lovas, 1961). In fact, we have found in previous research that lessons other than imitative aggression tend to be the most widely shared and as easily cultivated by "humorous" as by "serious" television mayhem. Fantasy, comic, "natural" and "accidental" violence thus convey potentially significant lessons. Eliminating them from the analysis would be a major conceptual error.

The Violence Profile combines the results of both message system and cultivation analysis. The Violence Index is a multidimensional set of indicators of violent action in samples of programs. It is based upon the analysis of samples of prime-time and weekend-daytime (children's) network dramatic programming broadcast from 1967 through the 1985-86 television season. Our methodological studies have found the solid week sample of network programming as representative of a season's programming as larger randomly drawn samples, and reasonably stable from year to year, at least in basic dimensions employed in our analysis. Moreover, analyses of variance conducted on violence-related content data collected over seven consecutive weeks of fall 1976 prime-time dramatic programming revealed no significant differences by week for dependent measures such as the number of violent actions, the duration of violence, and the significance of violence. There were significant main-effects for program-related variables including network, type of program, time of broadcast, new or continued program and so on; but there were no significant interactions with week of broadcast (Signorielli, Gross, and Morgan, 1982).

The week-long samples of programming are recorded and the tapes are screened and coded by trained analysts using an extensive instrument of analysis. The instrument requires the reliable observation by two

independent coder-pairs of many aspects of the programs and characters in the sample, including violent actions as defined (see Gerbner et al., 1978). The coded observations are submitted to extensive reliability analysis (Krippendorff, 1980). Only those items meeting acceptable standards of reliability (.6 or above) are analyzed and reported.

The Violence Index combines three sets of observations in order to provide a single indicator sensitive to a range of multidimensional program characteristics. These observations measure the extent to which violence occurs at all in the programs sampled, the rate of violence per program and per hour, and the involvement of major characters in violence -- either as a character who commits violence (hurts or kills others), a character who is victimized (hurt or killed), or both.[1] The measures are combined into composite indicators of violence and a Violence Index to facilitate comparisons

[1] These data sets are called prevalence, rate, and role, respectively. Prevalence (%P) is the percent of programs in a particular sample containing any violence. Rate expresses the frequency of violent actions in units of programming and in units of time. The number of violent acts divided by the total number of programs gives the rate per program (R/P) while the rate per hour (R/H) is the number of violent actions divided by the number of program hours in the sample. The latter measures the saturation of violence in time, and compensates for the difference in rates between a long program unit, such as a movie, and a short one, such as a cartoon.

Role is defined as the portrayal of characters as violents (committing violence) or victims (subjected to violence) or both, and yields two measures. They are the percent of violents, victims, or both (%V) and the percent involved in killing, either as killers or as killed, or both (%K). The Index is the sum of these five measures with the rates weighted by a factor of two.

The Violence Index is represented as: VI = %P + 2R/H +2R/P +%V +%K.

Of course, as noted above, the only meaning and purpose of the Index is to provide a convenient summary of several measures to facilitate comparisons over time, across networks, etc. The components are always reported separately to permit assessment of the individual measures.

over time and across programming hours and networks. The measures meet the statistical and empirical requirements of an Index: unidimensionality and internal homogeneity (Signorielli et al., 1982). The separate measures and indicators that compose the Index are included in the tabulations attached to this report so that they may be examined separately. The findings since 1967 are reported in Tables 1-15 and illustrated on Figures 1 - 5. These results include new data for the 1984-85 and 1985-86 seasons and comprise the Violence Index portion of Violence Profile No. 14-15.

Highlights of the Findings

Our ongoing analyses of network dramatic programming from 1967 through the 1985-86 season show that the basic structure of themes, characterizations, action, and fate in the world of dramatic television is remarkably stable from year to year. This update reveals, however, that the Violence Index for 1984-85 is the highest and for 1985-86 the fourth highest on record. The Violence Index for the last two seasons is considerably above the average of our monitoring since 1967. While the overall average was 182, the Index was 205 for the 1984-85 sample and 189 for the 1985-86 sample. High scores were found for all of the components of the Index, especially in 1984-85.

When we compare early evening (8 to 9 pm EST) and late evening (9 to 11 pm EST) programming we see that the relatively lower level of violence that persisted during the middle 1970s in the early evening "family hour" (due solely to the reduction of violence by CBS) vanished in the 1980s. In fact, in the 1984-85 and 1985-86 seasons, the early evening "family hour" (when most children are in the audience) had the second and third highest Violence Indices ever recorded. In other

words, the "family hour" was more violent than the late prime time hours that were traditionally considered to be adult programming. (This has been the case each year since 1979.) All components of the Violence Index for early evening programs in these two samples were well above the overall average. The percent of programs with violence was 82 percent and 79 percent as compared to the 19-year cumulative average of 70 percent. Furthermore, nearly nine out of every ten "family hours" contained some violence. The rate of violent incidents, nearly eight per hour, was the highest since the first year of monitoring in 1967. Similarly, the percent of major characters involved in violence during the early evening hour, about seven out of ten, was also the highest since 1967. (The 19-year cumulative average is five out of ten.)

In late evening (9 to 11 pm EST) programming, the Violence Index for the two most recent samples was above the 19-year cumulative average, but the magnitude of difference was not as great. The Violence Index for late evening programs was 172 in 1984-85 and 171 in 1985-86 compared to the 19-year cumulative average of 165. The overall prime time Violence Index was 181 for the 1984-85 sample and 175 for the 1985-86 sample; the 19-year cumulative average was 158.

Violence in children's weekend-daytime programming was also at record levels. The Index for the 1984-85 season (259) was the second highest score (a shade above the 1969-70 sample) ever recorded. The 1985-86 Index (224), however, fell eight points below the 19-year cumulative average of 232. Children's programs have always been saturated with violence (mostly non-lethal). The rate of violent incidents in (mostly cartoon) children's programs is typically more than three times the rate in prime time. Children in 1984-85 were entertained with 27 violent incidents per hour (the third highest on

record), and in 1985-86 with 21 violent incidents per hour. The 19-year cumulative average for children's programs is 21 violent incidents per hour.

Among the three networks, ABC had above average Violence Indices for both samples; CBS had a Violence Index considerably higher than its average in the 1984-85 sample and one slightly below its average in the 1985-86 sample; and the Violence Index for the two samples of NBC programming were very close to this network's 19-year cumulative average. The Violence Indices by network for prime-time programs in the 1984-85 sample were 172 for ABC, 197 for CBS, and 172 for NBC; for the 1985-86 sample the scores were 179 for ABC, 165 for CBS, and 180 for NBC. It should be noted that the decline in the overall Index in the most recent year was again due to CBS; the Index of the other two networks went up from one year to the other.

Weekend-daytime (children's) programs were considerably more violent than prime time on each of the three networks. The Indices for the 1984-85 sample were 242 for ABC, 260 for CBS, and 254 for NBC; figures for the 1985-86 sample were 262 for ABC, 191 for CBS, and 222 for NBC. The indices for children's programs for 1984-85 were well above the 19-year cumulative averages for all three networks; for 1985-86, only ABC's children's programs exceeded their overall average.

The Social Role of Violence

Television did not invent violence. It just put it on the assembly line and into every home. Only television reaches virtually all homes with the same pattern of images and messages. Unlike other media, television is used relatively non-selectively. It is a ritual, a common

symbolic environment into which children are born and whose inescapable messages help shape and maintain common conceptions of life, society, and the world.

Video mayhem pervades the typical American home, in which the television set is on for an average of over seven hours each day. Cable seems only to increase the penetration of its patterns into everyday life (Morgan and Rothschild, 1983). For the past 19 years, at least, adults and children have been entertained by about 16 violent acts, including two murders, in each evening's prime time programming. In addition, our children are exposed to more than 20 acts of violence during each hour of television on Saturday and Sunday mornings. We have been immersed in a tide of violent representations that is historically unprecedented. Despite, or perhaps because of, deregulation, corporate shakeups, and increased competition confronting the networks in recent years, this tide shows no sign of receding.

Even more significant than the sheer amount of televised violence is its role in the world of television and in the lives of viewers. The conventional media definition reducing that role as only or primarily related to aggression and potential threats to law and order tends to focus attention on only one concern, and to distract it from many much more pervasive potential consequences.

Violence is a complex social scenario. By demonstrating power in systematic ways, it tends to confirm and cultivate a certain distribution of power in the symbolic and real worlds. A theory of the dynamics and mechanisms of that demonstration and cultivation is the most important outcome of our research.

Violent aggression is an integral part of the scenario of violent victimization as well. The lessons of victimization are fear,

intimidation, vulnerability. Such contributions as television violence might make to the instigation of occasional violence that threatens the social order (the systematic violence that enforces it seems to be of no great concern) may be but the price paid (along with other negative consequences) for the broader functions of pacification and social control.

The theory can be summed up as follows. While the convergence of research indicates that exposure to violence does occasionally incite and often desensitize, our findings show that , for most viewers, television's mean and dangerous world tends to cultivate a sense of relative danger, mistrust, dependence, and -- despite its supposedly "entertaining" nature -- alienation and gloom.

The Demonstration of Power

Humans threaten to hurt or kill, and actually do so, mostly to scare, terrorize, humiliate, and dominate others. Symbolic violence carries the same message. It is the quickest dramatic demonstration of who can get away with what against whom, and who should submit to whom.

One way to study violence as a scenario of social relationships and power is to calculate a ratio of violents to victims in different groups. Dividing victims by violents in each group yields a "risk ratio" of relative strengths and vulnerabilities. It shows the calculus of risks in violent encounters: each group's relative chances of ending up victims rather than victors.

For every 10 male characters on prime time network television who commit violence, there are 11 who fall victim to it. But for every 10 female perpetrators of violence, there are 16 victims. As television drama goes down the social pecking order, it raises the price to be paid

for getting involved in violence. Minority and foreign women pay the highest price. For every 10 perpetrators, they suffer 22 and 21 victims, respectively. Victimization rates (risk ratios) of selected groups of characters (shown below) illustrate the highest relative rates of victimization in the world of television.

Among all TV characters, for every 10 violents in each of these groups, the number of victims in the group is:

Minority Women	22
Foreign Women	21
Married Women	21
Young Women	20
Old Women	18
All Women	16
Unmarried Women	15
Boys	15
Middle-Aged Women	15
Old Men	14

What Viewers Learn About Violence and the World

It is clear that women, young and old people, and some minorities rank as the most vulnerable to victimization on television. We have also found that symbolic victimization on television and real world fear among women and minorities, even if contrary to the facts, are highly related (Morgan, 1983). Viewers who see that members of their own group have a higher calculus of risks than those of other groups seem to develop a greater sense of apprehension and mistrust in the real world.

Heavy viewers are more likely than comparable groups of light viewers to express the feeling of living in a self-reinforcing cycle of a mean and gloomy world. Our earlier analyses of large national probability surveys (reported in detail in several articles cited in the

Bibliography) indicate how the cycle works. We looked at the relationships between television viewing and (1) overestimating chances of involvement in violence, (2) claiming that women are more likely to be victims of crime, (3) saying that neighborhoods are only somewhat safe or not safe at all, (4) responding that fear of crime is a very serious problem, and (5) saying that crime is rising. Combined into an Index of Perceptions of Danger (Gerbner et al., 1980b), the results show that most heavy viewers in every education, age, income, gender, nespaper reading, and neighborhood group express a greater sense of apprehension than do light viewers in the same groups. (Other results show that heavy viewers are also more likely to have bought new locks, watchdogs, and guns "for protection.")

Our most recent analyses of data from the National Opinion Research Center's (NORC) General Social Surveys continue to support and expand these earlier findings. In one analysis we combined three items from the 1975, 1978, 1980, and 1983 NORC General Social Surveys to form an index of interpersonal mistrust (alpha = .68). We call this the Mean World Index. It measures the degree to which respondents (1) agree that most people are just looking out for themselves, (2) that you can't be too careful in dealing with people, and (3) that most people would take advantage of you if they got a chance. Television viewing is significantly associated with the tendency to agree with these items ($r=.135$, $p<.001$). While simultaneous controls for sex, age, income, race, education, and political views reduce its strength, the relationship remains statistically significant (partial $r=.060$, $p<.001$). The year-by-year analyses show similar patterns, with only one partial correlation (in the 1978 General Social Survey) failing to reach statistical significance.

The data show sizable group differences and illustrate the dynamics of what we call "mainstreaming" -- the tendency for viewing to blur distinctions between groups and bring them closer into television's cultural mainstream. Viewing may also leave some groups relatively unaffected while making others extremely responsive to the television image.

Table 16 and Figure 6 reveal that heavy viewers (those who watch four or more hours each day) in almost every group are significantly more likely to express greater interpersonal mistrust than the light viewers (those who watch under two hours each day) in the same groups. This table also illustrates the "mainstreaming" implications of viewing. For example, heavy viewers who have not been to college are only slightly more likely than light viewers in this group to agree with the items in the Mean World Index: 46 percent of the light viewers compared to 50 percent of the heavy viewers agree with two or three of these items. Among those who have had some exposure to college however, television viewing makes a considerable difference: 25 percent of the light viewers compared to 44 percent of the heavy viewers in this group have a high score on this index. There is thus a 21 percentage point difference between these two groups of light viewers but only a 6 percentage point spread between these two groups of heavy viewers.

We also find that non-whites are so likely to express interpersonal mistrust that television viewing adds little or nothing to that perception. Whites, on the other hand, are more likely to agree with the Mean World items if they are heavy viewers of television. Overall, low income respondents are considerably more likely than the more affluent respondents to have high scores on the Mean World Index. Moreover, light and heavy viewing low income respondents are about

equally likely to express interpersonal mistrust. Among high and medium income respondents, however, the heavy viewers are more likely to express interpersonal mistrust than the light viewers. Thus, the more affluent heavy viewers share the perception of a "mean world" with lower income respondents.

We found similar patterns in the relationship between amount of viewing and feelings of gloom and alienation. In the 1977, 1980, and 1985 NORC General Social Surveys, alienation and gloom were measured by three of Srole's (1956) anomie items -- (1) the lot of the average man is getting worse, (2) it is hardly fair to bring a child into the world, and (3) most public officials are not interested in the lot of the average man. Combining data from these three surveys into an Alienation and Gloom Index revealed a significant relationship between viewing and the Index (alpha = .55) made up of these three items ($r=.118$, $p<.001$) that withstood simultaneous controls for sex, age, education, race, income, and political views (partial $r=.047$, $p<.001$). The year-by-year analyses also revealed similar patterns although in the 1977 GSS the relationship was not statistically significant when simultaneously controlled for the above mentioned demographic variables.

The cultivation analysis for the combined three years is presented in Table 17 and Figure 7. Again we find that the heavy viewers in most of the control groups are much more likely to express feelings of gloom and alienation than the light viewers in these groups. There are also a number of examples of mainstreaming. For example, light viewing men are somewhat less likely to express feelings of gloom than light viewing women, while about the same percent of men and women who are heavy viewers have a high score on this Index. The patterns exhibited for the education and racial subgroups are quite similar to those found for the

Mean World Index. In short, the heavy viewers in these demographic groups seem to be more homogeneous and more likely to express gloom and alienation than their light viewing counterparts.

These group differences, and those previously reported for the Index of Perceptions of Danger, illustrate the interplay of television with demographic and real world factors. In most subgroups, those who watch more television tend to express a heightened sense of living in a mean world of danger and mistrust and alienation and gloom. Morgan (1984) also found them feeling more lonely, bored, and depressed. The cultivation of such anxieties is most pronounced in groups whose light viewers are the least likely to be mistrustful and apprehensive.

This unequal sense of danger, vulnerability and general malaise cultivated by what is called "entertainment" invites not only aggression but also exploitation and repression. Fearful people are more dependent, more easily manipulated and controlled, more susceptible to deceptively simple, strong, tough measures and hard-line postures -- both political and religious. They may accept and even welcome repression if it promises to relieve their insecurities and other anxieties. That is the deeper problem of violence-laden television.

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Figure 1
Violence Index in Prime-Time and Weekend-Daytime
(Children's) Programming (1967-1985)

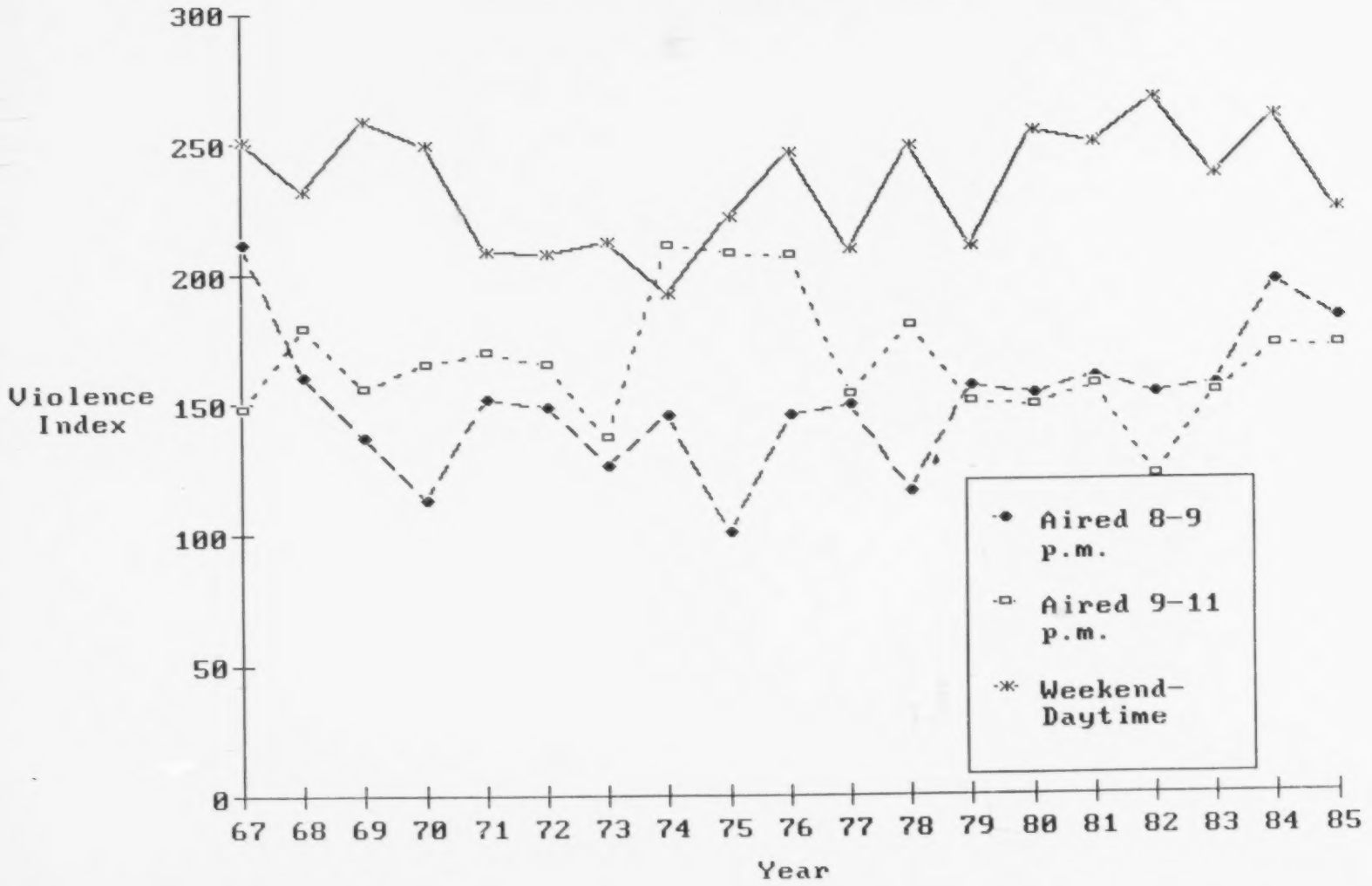


Figure 2
Violence Index For All Programs
By Network (1967-1985)

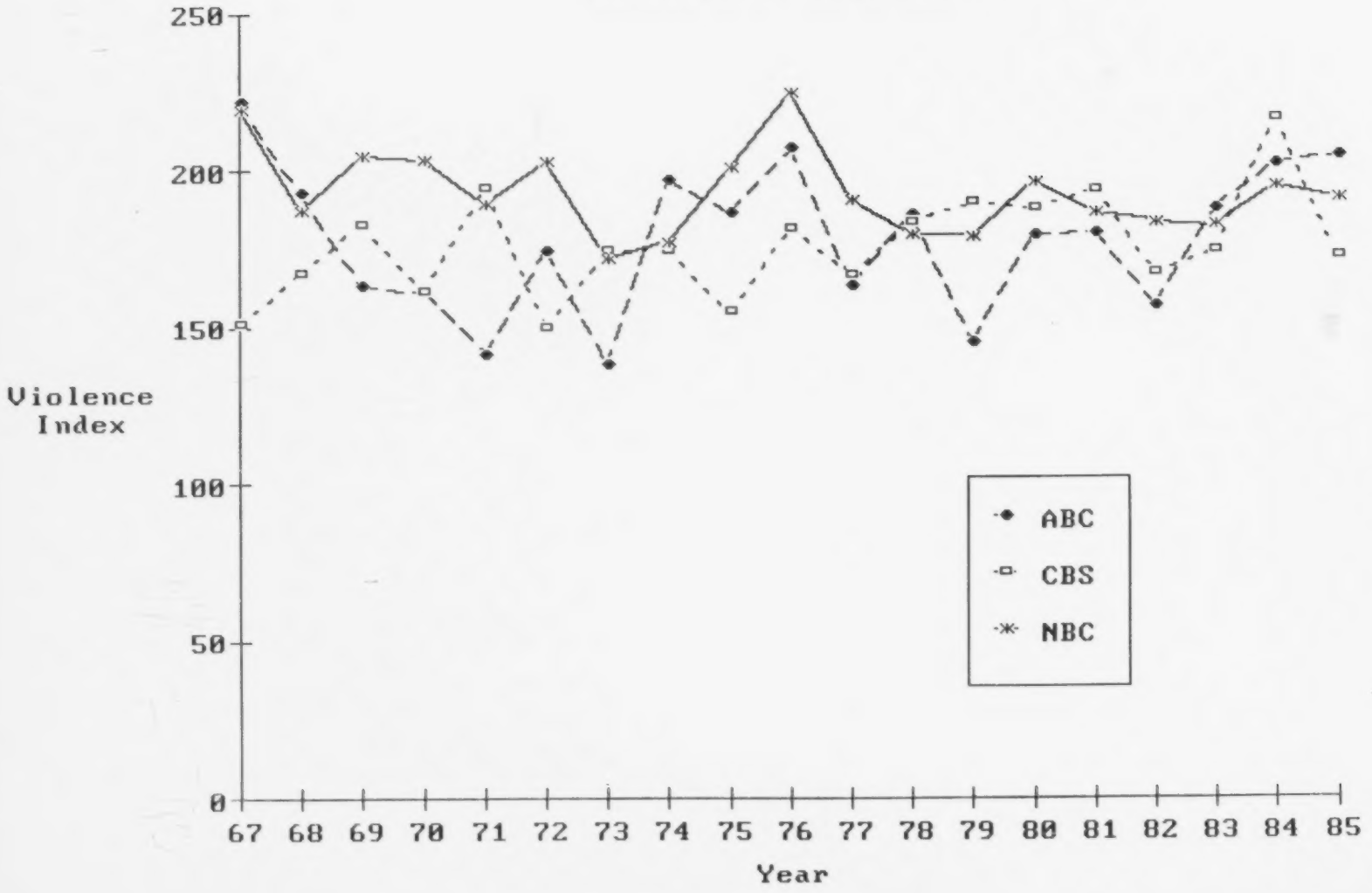


Figure 3
Violence Index in Prime-Time Programming by Network (1967-1985)

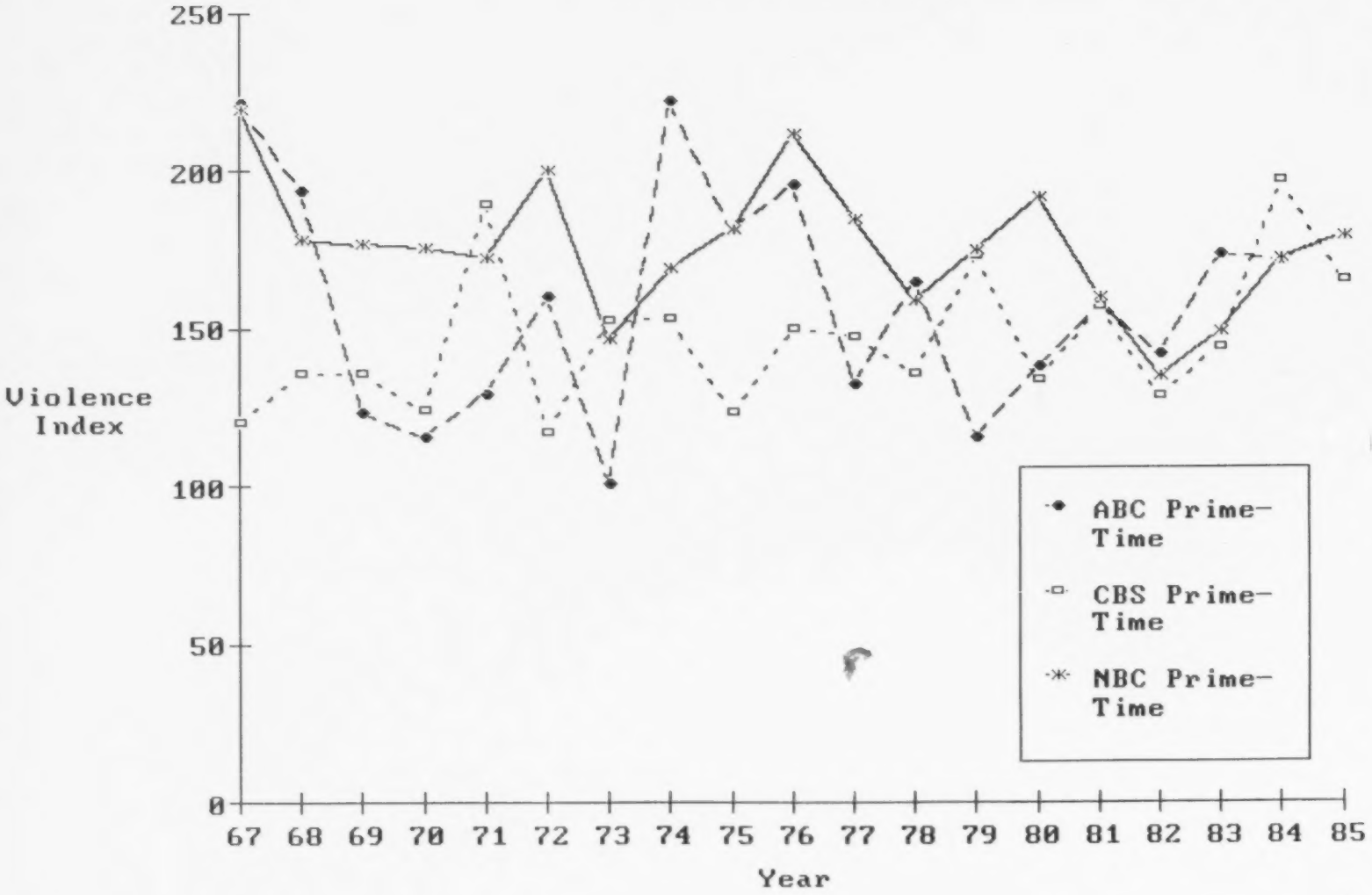


Figure 4
Violence Index in Weekend-Daytime (Children's)
Programming by Network (1967-1985)

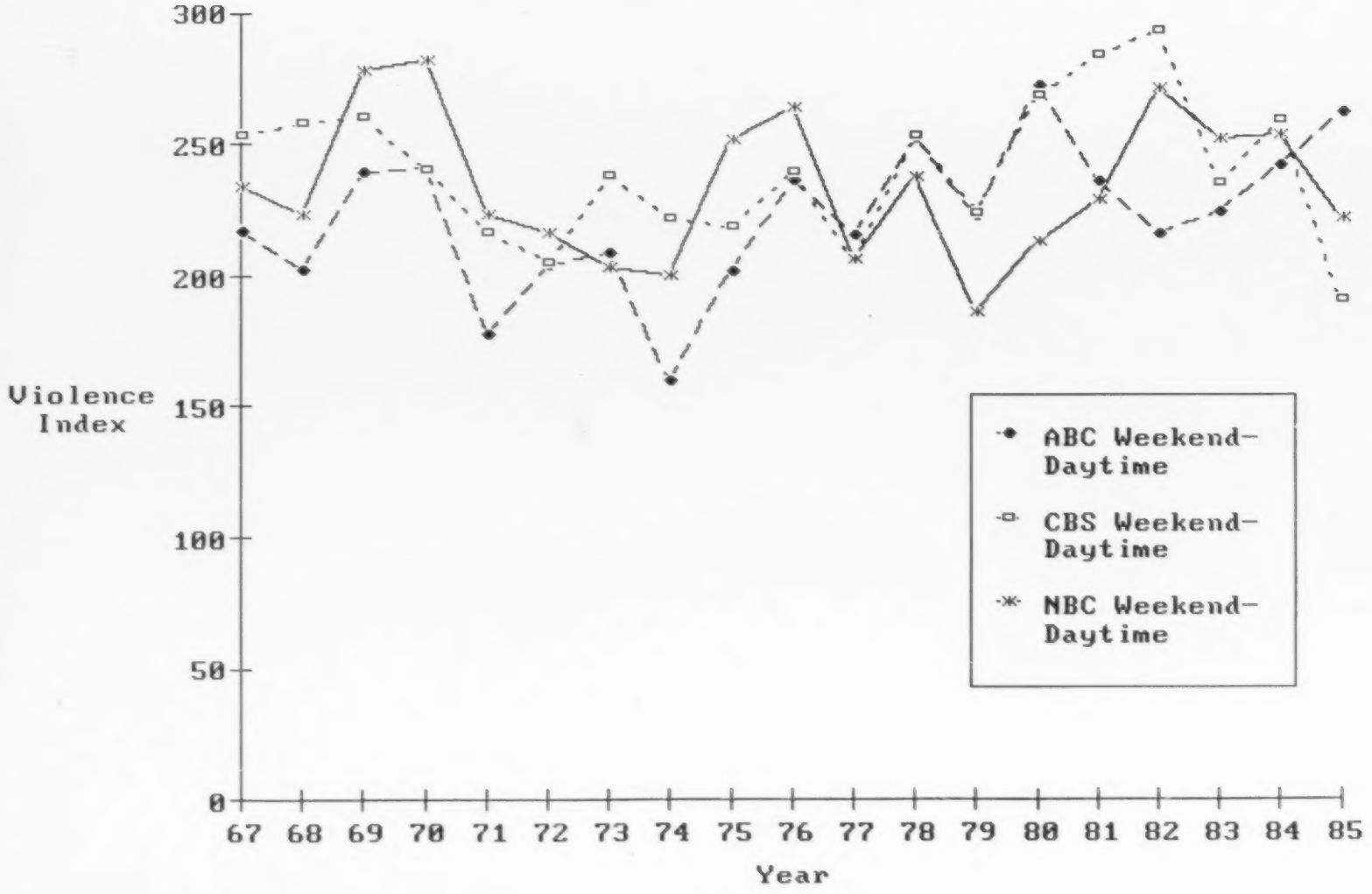
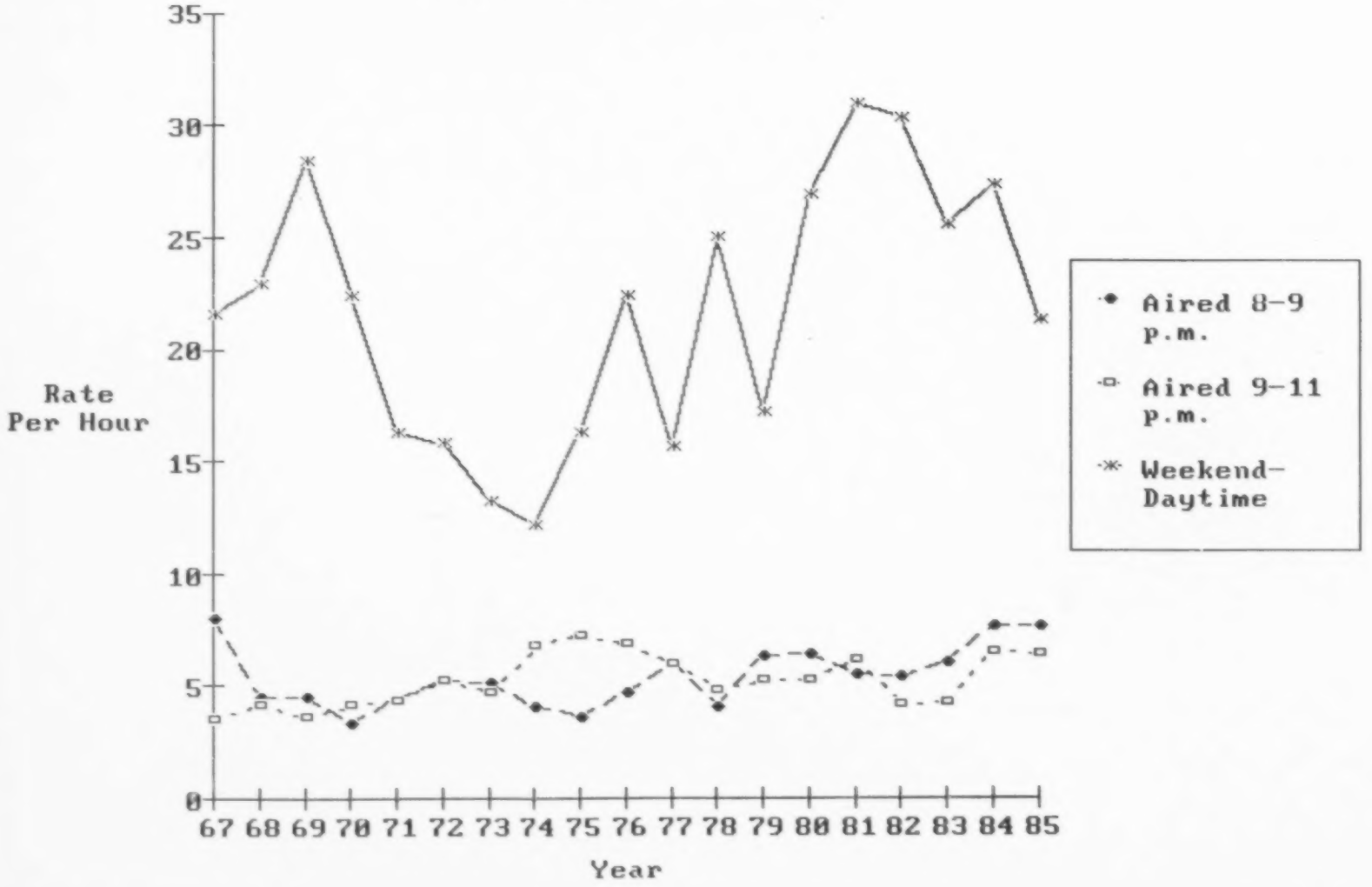


Figure 5
Rate Per Hour for Children's and Prime-Time Programming (1967-1985)



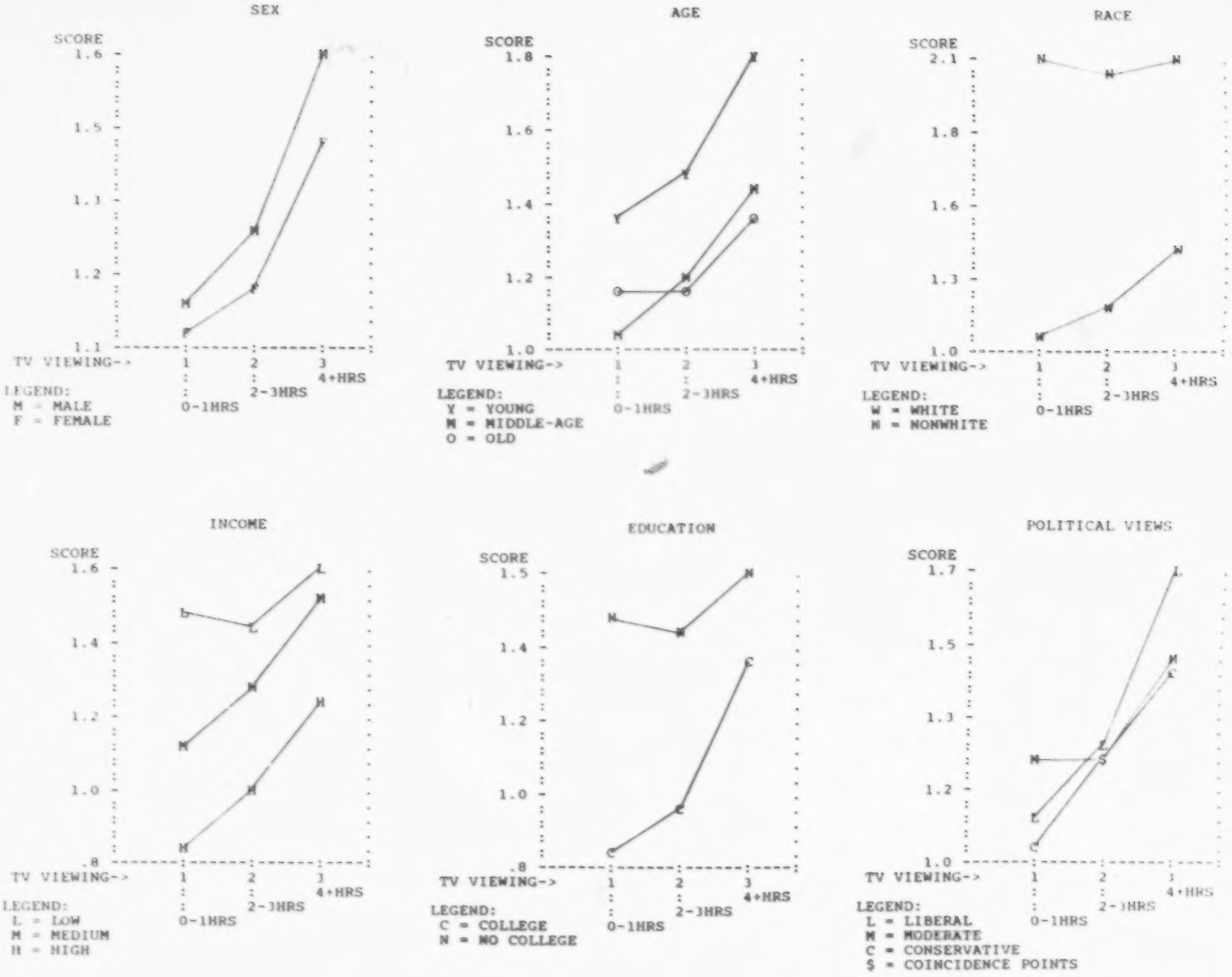


Figure 6: SCORES ON THE MEAN WORLD INDEX FOR DEMOGRAPHIC SUBGROUPS BY TELEVISION VIEWING

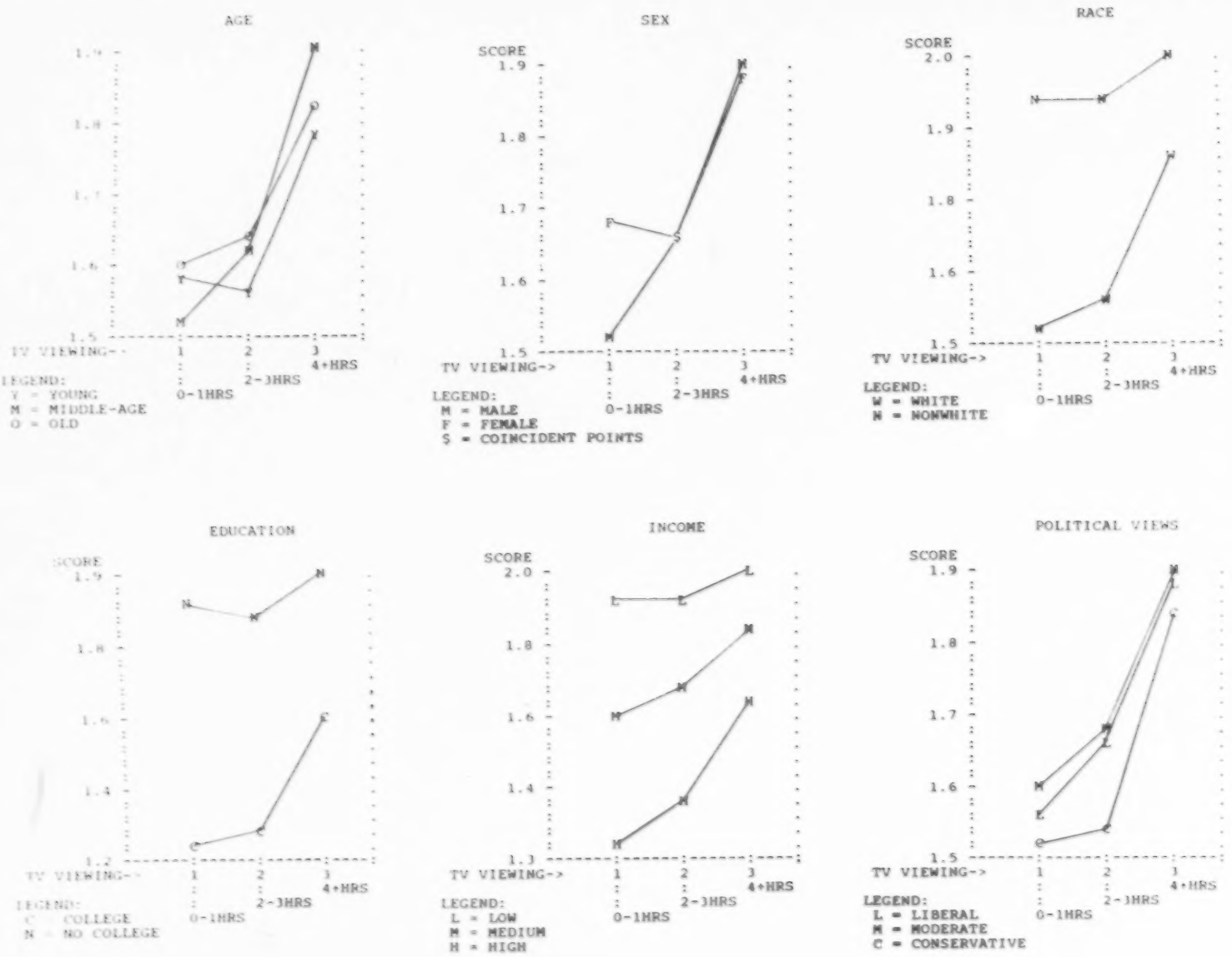


Figure 7: SCORES ON AN INDEX OF ALIENATION AND GLOOM FOR DEMOGRAPHIC SUBGROUPS BY TELEVISION

Appendix

Table 1: All Programs, All Networks

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	96	87	121	111	103	100	99	96
Program hours analyzed	62.0	58.5	71.7	67.2	70.3	72.0	75.2	76.0
Leading characters analyzed	240	215	377	196	252	300	359	346
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	81.3	81.6	83.5	77.5	80.6	79.0	72.7	83.3
Program hours with violence	83.2	87.0	83.2	78.2	87.2	84.2	79.7	86.8
RATE	N	N	N	N	N	N	N	N
Number of violent acts	478	394	630	498	483	539	524	522
Rate per program (R/P)	5.0	4.5	5.2	4.5	4.7	5.4	5.3	5.4
Rate per hour (R/H)	7.7	6.7	8.8	7.4	6.9	7.5	7.0	6.9
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	55.8	49.3	48.5	52.0	46.0	39.3	34.5	40.7
Victims (are hurt)	64.6	55.8	58.9	56.6	50.8	49.7	48.2	51.2
Involved in violence (%V)	73.3	65.1	66.3	62.8	61.5	58.3	55.7	60.7
Killers	12.5	10.7	3.7	6.6	8.7	7.7	5.8	9.8
Killed	7.2	3.7	2.1	4.6	3.2	4.7	3.3	5.8
Involved in killing (%K)	18.8	11.6	5.6	8.7	9.9	9.7	7.5	13.6
Violent : Victim Ratio	-1.16	-1.13	-1.21	-1.09	-1.10	-1.26	-1.40	-1.26
Killer : Killed Ratio	+1.76	+2.89	+1.76	+1.43	+2.72	+1.64	+1.76	+1.69
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	106.7	104.0	111.5	101.3	103.8	104.8	97.3	110.3
Character V-Score: CS = (%V) + (%K)	92.1	76.7	71.9	71.5	71.4	68.0	63.2	74.3
Violence Index: VI = PS + CS	198.8	180.7	183.4	172.8	175.2	172.8	160.5	184.6

Table 1: All Programs, All Networks

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
111	110	121	111	126	130	134	121	117	120	120	2134
77.3	71.6	78.9	77.3	77.2	74.2	71.2	70.7	72.5	74.8	76.8	1375.6
364	290	355	298	381	394	402	367	337	367	366	6206
%	%	%	%	%	%	%	%	%	%	%	%
78.4	89.1	76.9	84.7	81.0	85.4	85.8	76.0	82.1	87.5	85.0	81.8
83.0	89.5	78.3	85.6	78.0	84.6	89.2	77.6	83.4	87.9	88.3	83.9
N	N	N	N	N	N	N	N	N	N	N	N
626	680	629	643	628	743	761	584	630	819	747	11,558
5.6	6.2	5.2	5.8	5.0	5.2	5.7	4.8	5.4	6.8	6.2	5.4
8.1	9.5	8.0	8.3	8.1	10.0	10.7	8.3	8.7	10.9	9.7	8.4
%	%	%	%	%	%	%	%	%	%	%	%
43.1	60.7	48.2	42.3	49.3	48.7	50.0	51.5	44.5	54.2	44.8	47.3
53.8	64.8	52.4	57.4	52.5	56.3	54.2	55.3	56.7	68.1	59.0	56.0
64.8	74.8	63.4	64.8	62.7	67.0	65.7	62.9	64.7	73.8	65.6	64.9
6.3	6.6	5.1	3.0	3.1	2.8	2.5	3.5	5.0	5.4	5.2	5.7
3.8	3.1	1.1	2.0	1.3	1.5	1.2	1.9	0.9	4.4	2.5	2.9
9.1	8.3	5.4	5.0	3.9	3.3	3.0	4.6	5.6	8.4	6.8	7.4
-1.25	-1.07	-1.09	-1.36	-1.06	-1.16	-1.08	-1.07	-1.27	-1.26	-1.32	-1.18
+1.66	+2.13	+4.64	+1.50	+2.40	+1.83	+2.00	+1.56	+5.67	+1.23	+2.08	+1.98
105.8	120.5	103.3	112.9	107.2	116.8	118.6	102.2	110.3	122.9	116.8	109.4
73.9	83.1	68.8	69.8	66.7	70.3	68.7	67.5	70.3	82.2	72.4	72.3
179.7	203.6	172.1	182.7	173.9	187.1	187.3	169.7	180.6	205.1	189.2	181.7

Table 2: Prime-Time Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	64	57	64	61	62	60	62	58
Program hours analyzed	55.0	51.0	57.7	54.0	55.2	56.5	56.5	60.0
Leading characters analyzed	178	162	218	132	169	217	214	224
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	75.0	75.4	70.3	62.3	75.8	71.7	59.7	77.6
Program hours with violence	81.8	86.3	79.7	74.1	86.9	82.0	74.8	85.8
RATE	N	N	N	N	N	N	N	N
Number of violent acts	327	222	232	202	239	294	277	328
Rate per program (R/P)	5.1	3.9	3.6	3.3	3.8	4.9	4.5	5.6
Rate per hour (R/H)	5.9	4.3	4.0	3.7	4.3	5.2	4.9	5.5
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	50.0	45.1	35.3	38.6	40.8	37.8	30.8	43.3
Victims (are hurt)	57.9	49.4	42.2	43.9	43.8	43.3	35.0	49.5
Involved in violence (%V)	67.4	61.1	50.5	47.7	55.0	53.0	41.1	58.5
Killers	15.2	13.0	6.0	8.3	12.4	10.6	9.3	14.7
Killed	6.2	4.9	2.8	6.1	4.1	6.0	5.6	8.9
Involved in killing (%K)	20.2	14.2	8.3	11.4	14.2	12.9	12.1	20.5
Violent : Victim Ratio	-1.16	-1.09	-1.19	-1.14	-1.07	-1.14	-1.14	-1.14
Killer : Killed Ratio	+2.45	+2.65	+2.14	+1.36	+3.02	+1.77	+1.66	+1.65
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	97.0	91.8	85.5	76.3	92.0	91.9	78.5	99.8
Character V-Score: CS = (%V) + (%K)	87.6	75.3	58.8	59.1	69.2	65.9	53.2	79.0
Violence Index: VI = PS + CS	184.6	167.1	144.3	135.4	161.2	157.8	131.7	178.8

Table 2: Prime-Time Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
66	61	68	63	64	64	65	77	63	65	67	1211
61.0	56.5	62.4	63.0	60.7	59.2	57.8	60.6	58.8	60.0	61.5	1107.4
238	172	210	191	218	229	216	247	195	221	217	3868
%	%	%	%	%	%	%	%	%	%	%	%
69.7	80.3	66.2	74.6	70.3	73.4	80.0	63.6	73.0	78.5	79.1	72.3
81.1	86.7	75.2	82.5	75.3	81.4	88.7	74.2	81.3	85.0	87.0	81.5
N	N	N	N	N	N	N	N	N	N	N	N
361	342	371	285	344	336	343	278	280	415	421	5897
5.5	5.6	5.5	4.5	5.4	5.2	5.3	3.6	4.4	6.4	6.8	4.9
5.9	6.0	5.9	4.5	5.7	5.7	5.9	4.6	4.8	6.9	6.8	5.3
%	%	%	%	%	%	%	%	%	%	%	%
35.7	56.4	43.8	33.5	45.0	38.5	39.4	39.3	37.4	48.4	46.5	41.1
45.4	54.6	42.9	44.5	46.3	40.2	39.3	40.9	43.0	58.4	51.6	45.7
54.2	67.4	53.8	52.9	53.7	50.7	50.0	48.2	53.3	63.3	58.5	54.5
9.7	9.9	8.6	4.7	5.5	4.4	4.6	4.9	8.7	8.1	8.3	8.6
5.5	4.7	1.9	3.1	2.3	2.2	2.3	2.8	1.5	6.8	4.1	4.3
13.4	12.2	9.0	7.9	6.9	4.8	5.6	6.5	9.7	12.7	11.1	11.1
-1.27	+1.03	+1.02	-1.33	-1.03	-1.05	+1.00	-1.04	-1.15	-1.21	-1.11	-1.11
+1.76	+2.11	+4.52	+1.52	+2.40	+2.00	+2.00	+1.71	+5.67	+1.19	+2.02	+2.00
92.5	103.5	89.0	92.6	92.4	95.2	102.4	80.0	91.4	105.1	105.3	92.7
67.6	79.6	62.8	60.8	60.6	55.5	55.6	54.7	63.0	76.0	69.6	65.6
160.1	183.1	151.8	153.4	153.0	150.7	158.0	134.7	154.4	181.1	174.9	158.3

Table 3: Programs Aired 8-9 P.M. EST

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	38	36	38	35	28	27	32	29
Program hours analyzed	30.0	27.0	27.2	26.0	25.0	23.5	29.0	27.0
Leading characters analyzed	103	102	130	76	78	98	110	109
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	78.9	75.0	63.2	57.1	75.0	74.1	56.3	69.0
Program hours with violence	86.7	83.3	74.4	67.3	86.0	85.1	70.7	77.8
RATE	N	N	N	N	N	N	N	N
Number of violent acts	240	123	122	86	110	122	147	108
Rate per program (R/P)	6.3	3.4	3.2	2.5	3.9	4.5	4.6	3.7
Rate per hour (R/H)	8.0	4.5	4.5	3.3	4.4	5.2	5.1	4.0
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	58.2	39.2	36.1	32.9	372	37.7	29.1	29.4
Victims (are hurt)	68.9	46.1	40.8	39.5	38.5	40.8	33.6	36.7
Involved in violence (%V)	75.7	56.9	49.2	40.8	50.0	50.0	40.9	45.0
Killers	22.3	10.8	6.2	3.9	9.0	4.1	6.4	12.8
Killed	7.8	4.9	3.1	1.3	2.6	3.1	4.5	7.3
Involved in killing (%K)	28.2	12.7	9.2	3.9	10.3	5.1	10.0	16.5
Violent : Victim Ratio	-1.18	-1.18	-1.13	-1.20	-1.03	-1.08	-1.15	-1.25
Killer : Killed Ratio	+2.86	+2.20	+2.00	+3.00	+3.46	+1.32	+1.42	+1.75
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	107.5	90.8	78.6	68.7	91.6	93.5	75.7	84.4
Character V-Score: CS = (%V) + (%K)	103.9	69.6	58.4	44.7	60.3	55.1	50.9	61.5
Violence Index: VI = PS + CS	211.4	160.4	137.0	113.4	151.9	148.6	126.6	145.9

Table 3: Programs Aired 8-9 P.M. EST

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
31	25	32	27	31	29	26	35	25	28	28	580
21.5	20.0	26.0	20.5	27.7	24.7	18.0	21.4	19.0	22.0	21.5	456.9
105	69	87	79	96	105	76	96	69	83	81	1752
%	%	%	%	%	%	%	%	%	%	%	%
51.6	72.0	65.6	59.3	71.0	72.4	80.8	71.4	72.0	82.1	78.6	69.5
60.5	77.5	75.0	63.4	74.7	79.7	86.1	80.5	81.6	86.4	86.0	78.0
N	N	N	N	N	N	N	N	N	N	N	N
77	94	156	82	174	157	99	115	114	168	163	2457
2.5	3.8	4.9	3.0	5.6	5.4	3.8	3.3	4.6	6.0	5.8	4.2
3.6	4.7	6.0	4.0	6.3	6.4	5.5	5.4	6.0	7.6	7.6	5.4
%	%	%	%	%	%	%	%	%	%	%	%
16.2	42.0	46.0	22.8	41.7	40.0	42.1	45.8	36.2	59.0	50.6	38.8
27.6	43.5	47.1	34.2	43.7	40.0	48.7	50.0	47.8	72.3	56.8	44.7
36.2	55.1	57.5	39.2	53.1	52.4	57.9	58.3	56.5	74.7	66.7	53.1
1.0	1.4	4.6	3.8	5.2	4.8	0.0	3.1	7.2	8.4	4.9	6.6
0.0	0.0	1.1	0.0	5.2	2.9	2.6	4.2	0.0	4.8	6.2	3.4
1.0	1.4	4.6	3.8	8.3	4.8	2.6	6.3	7.2	12.0	9.9	8.7
-1.70	-1.04	-1.02	-1.50	-1.05	1.00	-1.16	-1.09	-1.32	-1.22	-1.12	-1.15
+0.00	+0.00	+4.18	+0.00	1.00	+1.67	-0.00	-1.33	+0.00	+1.75	-1.26	+1.94
63.8	89.0	87.4	73.3	94.8	96.0	99.4	88.8	93.2	109.3	105.4	98.7
37.2	56.5	62.1	43.0	61.5	57.2	60.5	64.6	63.7	86.7	76.6	61.8
101.0	145.5	149.5	116.3	156.2	153.2	159.9	153.4	156.9	196.0	182.0	160.5

Table 4: Programs Aired 9-11 P.M. EST

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	26	21	26	26	34	33	30	29
Program hours analyzed	25.0	24.0	30.5	28.0	30.2	33.0	27.5	33.0
Leading characters analyzed	75	60	88	56	91	119	104	115
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	69.2	76.2	80.8	69.2	76.5	69.7	63.3	86.2
Program hours with violence	76.0	89.6	84.4	80.3	87.7	79.8	79.1	92.4
RATE	N	N	N	N	N	N	N	N
Number of violent acts	87	99	110	116	129	172	130	220
Rate per program (R/P)	3.3	4.7	4.2	4.5	3.8	5.2	4.3	7.6
Rate per hour (R/H)	3.5	4.1	3.6	4.1	4.3	5.2	4.7	6.7
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	38.7	55.0	34.1	46.4	44.0	37.8	32.7	56.5
Victims (are hurt)	42.7	55.0	44.3	50.0	48.3	43.4	36.5	61.7
Involved in violence (%V)	56.0	68.3	52.3	57.1	59.3	55.5	41.3	71.3
Killers	5.3	16.7	5.7	14.3	15.4	16.0	12.5	16.5
Killed	4.0	5.0	2.3	12.5	5.5	8.4	6.7	10.4
Involved in killing (%K)	9.3	16.7	6.8	21.4	17.6	19.3	14.4	24.3
Violent : Victim Ratio	-1.10	1.00	-1.30	-1.08	-1.10	-1.15	-1.12	-1.09
Killer : Killed Ratio	+1.32	+3.34	+2.48	+1.14	+2.80	+1.90	+1.87	+1.59
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	82.8	93.8	96.4	86.4	92.7	90.5	81.3	114.8
Character V-Score: CS = (%V) + (%K)	65.3	85.0	59.1	78.5	76.9	74.8	55.7	95.6
Violence Index: VI = PS + CS	148.1	178.8	155.5	164.9	169.6	165.3	137.0	210.4

Table 4: Programs Aired 9-11 P.M. EST

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
35	36	36	36	33	35	39	42	38	37	39	631
39.5	36.5	36.4	42.5	33.0	34.5	39.7	39.2	39.7	38.0	40.0	650.4
133	103	123	112	122	124	140	151	126	138	136	2116
%	%	%	%	%	%	%	%	%	%	%	%
85.7	86.1	66.7	86.1	69.7	74.3	79.5	57.1	73.7	75.7	79.5	75.0
92.4	91.8	75.3	91.8	75.8	82.6	89.9	70.7	81.1	84.2	87.5	84.0
N	N	N	N	N	N	N	N	N	N	N	N
294	248	215	203	170	179	244	163	166	247	258	3440
8.1	6.9	5.9	5.6	5.2	5.1	6.2	3.9	4.4	6.7	6.6	5.4
7.2	6.8	5.9	4.8	5.2	5.2	6.1	4.1	4.2	6.5	6.4	5.3
%	%	%	%	%	%	%	%	%	%	%	%
51.1	66.0	42.3	41.1	47.5	37.1	37.9	35.1	38.1	42.0	44.1	43.1
59.4	62.1	39.8	51.8	48.4	40.3	34.3	35.1	40.5	50.0	48.5	46.5
68.4	75.7	51.2	62.5	54.1	49.2	45.7	41.7	51.6	56.5	53.7	55.7
16.5	15.5	11.4	5.4	5.7	4.0	7.1	6.0	9.5	8.0	10.3	10.3
9.8	7.8	2.4	5.4	0.0	1.6	2.1	2.0	2.4	8.0	2.9	5.0
23.3	19.4	12.2	10.7	5.7	4.8	7.1	6.6	11.1	13.0	11.8	13.0
-1.16	+1.06	+1.06	-1.26	-1.02	-1.09	+1.10	1.00	-1.06	-1.19	-1.10	-1.08
+1.68	+1.99	+4.75	1.00	+0.00	+2.50	+3.33	+3.00	+4.00	1.00	+3.55	+2.06
116.3	113.5	90.3	106.9	90.3	94.9	104.1	73.1	90.9	102.1	105.5	96.4
91.7	95.1	63.4	73.2	59.8	54.0	52.8	48.3	62.7	69.5	65.5	68.7
208.0	208.6	153.7	180.1	150.1	148.9	156.9	121.4	153.6	171.6	171.0	165.1

Table 5: Weekend-Daytime (Children's) Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	32	30	57	50	41	40	37	38
Program hours analyzed	7.0	7.5	14.0	13.2	15.0	15.5	18.7	16.0
Leading characters analyzed	62	53	159	64	83	83	145	122
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	93.8	93.3	98.2	96.0	87.8	90.0	94.6	92.1
Program hours with violence	94.0	92.2	97.6	95.3	88.7	92.3	94.6	90.6
RATE	N	N	N	N	N	N	N	N
Number of violent acts	151	172	398	296	244	245	247	194
Rate per program (R/P)	4.7	5.7	6.9	5.9	5.9	6.1	6.7	5.1
Rate per hour (R/H)	21.6	22.9	28.4	22.4	16.3	15.8	13.2	12.1
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	72.6	62.3	66.7	79.7	56.6	43.4	40.0	36.1
Victims (are hurt)	83.9	75.5	81.8	82.8	65.1	66.3	67.6	54.1
Involved in violence (%V)	90.3	77.4	88.1	93.8	74.7	72.3	77.2	64.8
Killers	4.8	3.8	0.6	3.1	1.2	0.0	0.7	0.8
Killed	9.7	0.0	1.3	1.6	1.2	1.2	0.0	0.0
Involved in killing (%K)	14.5	3.8	1.9	3.1	1.2	1.2	0.7	0.8
Violent : Victim Ratio	-1.16	-1.21	-1.23	-1.04	-1.15	-1.53	-1.69	-1.50
Killer : Killed Ratio	-2.02	+0.00	-2.17	+1.94	1.00	-0.00	+0.00	+0.00
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	146.4	150.5	168.8	152.6	132.2	133.8	134.4	126.5
Character V-Score: CS = (%V) + (%K)	104.8	81.2	90.0	96.9	75.9	73.5	77.9	65.6
Violence Index: VI = PS + CS	251.2	231.7	258.8	249.5	208.1	207.3	212.3	192.1

Table 5: Weekend-Daytime (Children's) Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
45	49	53	48	62	66	69	44	54	55	53	923
16.3	15.1	16.5	14.3	16.5	15.1	13.5	10.1	13.7	14.8	15.3	268.2
126	118	145	107	163	165	186	120	142	146	149	2338
%	%	%	%	%	%	%	%	%	%	%	%
91.1	100.0	90.6	97.9	91.9	97.0	91.3	97.7	92.6	98.2	92.5	94.1
90.0	99.8	90.1	99.1	87.9	97.2	91.4	98.3	92.7	99.8	93.7	93.8
N	N	N	N	N	N	N	N	N	N	N	N
265	338	258	358	284	407	418	306	350	404	326	5661
5.9	6.9	4.9	7.4	4.6	6.2	6.1	6.9	6.5	7.3	6.1	6.1
16.3	22.4	15.6	25.0	17.2	26.9	30.9	30.3	25.5	27.3	21.3	21.1
%	%	%	%	%	%	%	%	%	%	%	%
57.1	66.9	54.5	57.9	55.2	63.0	62.4	76.7	54.2	63.0	42.3	57.6
69.8	79.7	66.2	80.4	60.7	78.8	71.5	85.0	75.4	82.9	69.8	73.0
84.9	85.6	77.2	86.0	74.8	89.7	83.9	93.3	80.3	89.7	75.8	82.0
0.0	1.7	0.0	0.0	0.0	0.6	0.0	0.8	0.0	1.4	0.7	0.8
0.8	0.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.7	0.0	0.6
0.8	2.5	0.0	0.0	0.0	1.2	0.0	0.8	0.0	2.1	0.7	1.3
-1.22	-1.19	-1.21	-1.39	-1.10	-1.25	-1.15	-1.11	-1.39	-1.32	-1.65	-1.27
-0.00	+2.12	0.00	0.00	0.00	1.00	0.00	+0.00	0.00	+2.00	+0.00	+1.33
135.5	158.6	131.6	162.7	135.4	163.2	165.3	172.1	156.6	167.4	147.3	148.5
85.7	88.1	77.2	86.0	74.8	90.9	83.9	94.1	80.3	91.8	76.5	83.3
221.2	246.7	208.8	248.7	210.3	254.1	249.2	266.2	236.9	259.2	223.8	231.8

Table 6: Cartoons

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	32	25	53	50	33	37	32	32
Program hours analyzed	7.0	6.9	12.2	13.2	11.0	13.5	15.7	12.5
Leading characters analyzed	62	47	146	63	64	75	129	100
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	93.8	96.0	98.1	96.0	93.9	91.9	96.9	90.6
Program hours with violence	94.0	93.0	97.0	95.3	98.2	94.8	96.7	88.0
RATE	N	N	N	N	N	N	N	N
Number of violent acts	151	162	370	296	216	231	230	177
Rate per program (R/P)	4.7	6.5	7.0	5.9	6.5	6.2	7.2	5.5
Rate per hour (R/H)	21.6	23.5	30.3	22.4	19.6	17.1	14.6	14.2
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	72.6	66.0	67.1	79.4	67.2	44.0	40.3	35.0
Victims (are hurt)	83.9	76.6	80.1	82.5	73.4	69.3	69.8	57.0
Involved in violence (%V)	90.3	78.7	87.0	93.7	84.4	77.3	76.7	65.0
Killers	4.8	4.3	0.7	3.2	1.6	0.0	0.8	1.0
Killed	9.7	0.0	1.4	1.6	1.6	1.3	0.0	0.0
Involved in killing (%K)	14.5	4.3	2.1	3.2	1.6	1.3	0.8	1.0
Violent : Victim Ratio	-1.16	-1.16	-1.19	-1.04	-1.09	-1.57	-1.73	-1.63
Killer : Killed Ratio	-2.02	+0.00	-2.00	+2.00	1.00	-0.00	+0.00	+0.00
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	146.4	156.0	172.7	152.6	146.1	138.5	140.5	130.0
Character V-Score: CS = (%V) + (%K)	104.8	83.0	89.1	96.9	86.0	78.6	77.5	66.0
Violence Index: VI = PS + CS	251.2	239.0	261.8	249.5	232.1	217.1	218.0	196.0

Table 6: Cartoons

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
35	34	45	45	63	68	69	49	53	52	53	860
10.8	7.7	13.1	13.1	17.3	16.5	13.5	10.4	13.2	13.8	15.3	236.8
91	77	125	100	167	174	186	128	137	142	149	2162
%	%	%	%	%	%	%	%	%	%	%	%
91.4	100.0	93.3	97.8	98.4	97.1	91.3	95.9	92.5	98.1	92.5	95.1
89.5	100.0	92.5	99.9	98.6	97.4	91.3	97.6	92.4	99.7	93.7	95.3
N	N	N	N	N	N	N	N	N	N	N	N
229	263	263	344	322	456	418	313	345	383	328	5497
6.5	7.7	5.8	7.6	5.1	6.7	6.1	6.4	6.5	7.4	6.2	6.4
21.2	34.2	20.1	26.3	18.6	27.6	30.9	30.0	26.1	27.7	21.4	23.2
%	%	%	%	%	%	%	%	%	%	%	%
58.2	77.9	61.6	58.0	58.7	63.8	62.4	75.0	54.0	63.4	42.3	59.3
73.6	83.1	73.6	81.0	64.1	78.2	71.5	83.6	75.9	82.4	69.8	74.7
84.6	89.6	82.4	86.0	79.6	89.1	83.9	92.2	80.3	89.4	77.2	83.4
0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.8	0.0	1.4	0.7	0.7
1.1	0.0	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.7	0.0	0.7
1.1	0.0	0.0	0.0	0.0	1.1	0.0	1.6	0.0	2.1	0.7	1.3
-1.26	-1.07	-1.19	-1.40	-1.09	-1.22	-1.15	-1.11	-1.40	-1.29	-1.65	-1.26
-0.00	0.00	0.00	0.00	0.00	1.00	0.00	1.00	0.00	+2.00	+0.00	1.00
146.8	183.8	145.1	165.6	145.9	165.7	165.3	168.7	157.7	168.3	147.7	154.3
85.7	89.6	82.4	86.0	79.6	90.2	83.9	93.8	80.3	91.5	77.9	84.7
232.5	273.4	227.5	251.6	225.5	255.9	249.2	262.5	238.0	259.8	225.6	239.0

Table 7: All ABC Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	35	22	39	41	31	33	36	30
Program hours analyzed	22.0	17.5	22.5	21.2	22.4	24.0	26.3	24.5
Leading characters analyzed	86	63	127	76	88	104	126	108
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	88.6	90.9	76.9	73.2	71.0	75.8	63.9	90.0
Program hours with violence	90.9	94.3	70.0	68.0	83.3	84.7	70.7	93.9
RATE	N	N	N	N	N	N	N	N
Number of violent acts	195	111	168	173	113	205	161	188
Rate per program (R/P)	5.6	5.0	4.3	4.2	3.6	6.2	4.5	6.3
Rate per hour (R/H)	8.9	6.3	7.5	8.2	5.0	8.5	6.1	7.7
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	62.8	55.5	41.7	47.4	34.1	34.6	34.1	41.7
Victims (are hurt)	72.1	57.1	48.8	52.6	40.9	44.2	40.5	61.1
Involved in violence (%V)	82.6	66.7	57.5	59.2	46.6	54.8	49.2	62.0
Killers	14.0	12.7	3.1	3.9	5.7	11.5	2.4	13.0
Killed	8.1	1.6	2.4	1.3	2.3	8.7	1.6	7.4
Involved in killing (%K)	22.1	12.7	5.5	3.9	6.8	14.4	4.0	16.7
Violent : Victim Ratio	-1.15	-1.03	-1.17	-1.11	-1.20	-1.28	-1.19	-1.46
Killer : Killed Ratio	+1.73	+7.94	+1.28	+3.00	+2.48	+1.32	+1.50	+1.76
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	117.6	113.5	100.5	98.0	88.2	105.2	85.1	118.0
Character V-Score: CS = (%V) + (%K)	104.7	79.4	63.0	63.1	53.4	69.2	53.2	78.7
Violence Index: VI = PS + CS	222.3	192.9	163.5	161.1	141.6	174.4	138.3	196.7

Table 7: All ABC Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
38	32	37	35	34	43	41	32	29	28	40	656
24.3	21.2	23.4	24.5	23.5	24.2	22.1	21.5	20.6	22.0	24.5	432.2
123	97	114	92	113	147	123	102	98	97	115	1999
%	%	%	%	%	%	%	%	%	%	%	%
78.9	93.8	78.4	88.6	70.6	81.4	85.4	71.9	89.7	89.3	90.0	81.1
83.0	92.8	79.6	89.8	74.5	79.4	89.8	78.3	92.7	86.4	91.8	83.7
N	N	N	N	N	N	N	N	N	N	N	N
227	189	176	199	151	247	193	132	181	199	283	3491
6.0	5.9	4.8	5.7	4.4	5.7	4.7	4.1	6.2	7.1	7.1	5.3
9.3	8.9	7.5	8.1	6.4	10.2	8.7	6.1	8.7	9.0	11.5	8.1
%	%	%	%	%	%	%	%	%	%	%	%
48.6	61.9	42.1	43.5	44.2	43.5	49.6	46.1	40.8	52.6	56.5	45.9
57.7	64.9	50.0	59.8	46.0	53.7	52.8	52.9	50.0	69.1	63.5	54.2
71.5	76.3	60.5	66.3	52.2	64.6	65.8	58.8	59.2	72.2	70.4	62.7
2.4	4.1	0.0	3.3	0.9	1.4	1.6	4.9	8.2	7.2	5.2	5.1
3.3	3.1	0.0	0.0	0.0	0.7	0.8	2.9	2.0	3.1	3.5	2.7
5.7	7.2	0.0	3.3	0.9	2.0	2.4	5.9	9.2	8.2	7.0	6.8
-1.19	-1.05	-1.19	-1.37	-1.04	-1.23	-1.06	-1.15	-1.22	-1.31	-1.12	-1.18
-1.37	+1.32	0.00	+0.00	+0.00	+2.00	+2.00	+1.67	+4.00	+2.32	+1.49	-1.89
109.5	123.4	103.0	116.2	92.3	113.2	112.2	92.3	119.5	121.5	127.2	107.9
77.2	83.5	60.5	69.6	53.1	66.6	68.2	64.7	68.4	80.4	77.4	69.5
186.7	206.9	163.5	185.8	145.4	179.8	180.4	157.0	187.9	201.9	204.6	177.4

Table 8: ABC Prime-Time Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	22	18	21	21	22	21	23	17
Program hours analyzed	19.0	16.0	18.5	16.5	18.2	18.5	19.5	19.0
Leading characters analyzed	63	52	75	48	66	82	80	67
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	81.8	88.9	57.1	52.4	63.6	66.7	47.8	94.1
Program hours with violence	89.5	93.7	63.5	60.6	82.4	82.9	62.8	97.4
RATE	N	N	N	N	N	N	N	N
Number of violent acts	125	85	69	59	71	105	76	133
Rate per program (R/P)	5.7	4.7	3.3	2.8	3.2	5.0	3.3	7.8
Rate per hour (R/H)	6.6	5.3	3.7	3.6	3.9	5.7	3.9	7.0
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	63.5	55.8	30.7	35.4	30.3	36.6	27.5	50.7
Victims (are hurt)	66.7	57.7	34.7	41.7	37.9	41.5	25.0	71.6
Involved in violence (%V)	77.8	69.2	42.7	43.8	43.9	53.7	33.8	71.6
Killers	17.5	15.4	5.3	6.3	6.1	14.6	2.5	20.9
Killed	9.5	1.9	4.0	2.1	1.5	11.0	2.5	11.9
Involved in killing (%K)	27.0	15.4	9.3	6.3	7.6	18.3	5.0	26.9
Violent : Victim Ratio	-1.05	-1.03	-1.13	-1.18	-1.25	-1.13	+1.10	-1.41
Killer : Killed Ratio	+1.84	+8.10	+1.32	+3.00	+4.07	+1.33	1.00	+1.76
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	106.4	108.9	71.1	65.2	77.8	88.1	62.2	123.7
Character V-Score: CS = (%V) + (%K)	104.8	84.6	52.0	50.1	51.5	72.0	38.8	98.5
Violence Index: VI = PS + CS	211.2	193.5	123.1	115.3	129.3	160.1	101.0	222.2

Table 8: ABC Prime-Time Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
20	19	21	24	23	24	24	22	18	18	20	398
19.0	17.0	18.0	20.5	19.0	19.9	18.2	19.2	16.7	18.0	20.0	350.9
75	60	66	65	81	96	75	79	64	60	68	1322
%	%	%	%	%	%	%	%	%	%	%	%
75.0	89.5	66.7	83.3	60.9	66.7	83.3	63.6	83.3	83.3	80.0	72.4
84.2	91.2	75.0	87.8	71.1	74.9	89.0	76.6	91.0	83.3	90.0	81.4
N	N	N	N	N	N	N	N	N	N	N	N
148	110	90	94	80	115	101	84	108	107	145	1905
7.4	5.8	4.3	3.9	3.5	4.8	4.2	3.8	6.0	5.9	7.2	4.8
7.8	6.5	5.0	4.6	4.2	5.8	5.5	4.4	6.4	5.9	7.2	5.4
%	%	%	%	%	%	%	%	%	%	%	%
42.7	63.3	33.3	32.3	30.9	35.4	37.3	43.0	35.9	38.3	52.9	40.2
56.0	61.7	34.8	50.8	33.3	35.4	37.3	46.8	40.6	55.0	51.5	45.4
66.7	75.0	47.0	60.0	38.3	46.9	50.7	54.4	51.6	56.7	58.8	54.1
4.0	3.3	0.0	4.6	1.2	2.1	2.7	6.3	12.5	8.3	8.8	7.2
5.3	3.3	0.0	0.0	0.0	1.0	1.3	3.8	3.1	3.3	5.9	3.8
9.3	6.7	0.0	4.6	1.2	3.1	4.0	7.6	14.1	8.3	11.8	9.5
-1.31	+1.03	-1.04	-1.57	-1.08	1.00	1.00	-1.09	-1.13	-1.44	+1.03	-1.13
-1.32	1.00	0.00	+0.00	+0.00	+2.00	+2.00	+1.67	+4.00	+2.51	+1.49	+1.38
105.4	114.1	85.3	100.3	76.2	87.9	102.7	80.0	108.1	106.9	108.8	92.8
76.0	81.7	47.0	64.6	39.5	50.0	54.7	62.0	65.7	65.0	70.6	60.6
181.4	195.8	132.3	164.9	115.8	137.9	157.4	142.0	173.8	171.9	179.4	156.4

Table 9: ABC Weekend-Daytime (Children's) Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	13	4	18	20	9	12	13	13
Program hours analyzed	3.0	1.5	4.0	4.7	4.2	5.5	6.8	5.5
Leading characters analyzed	23	11	52	28	22	22	46	41
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	100.0	100.0	100.0	95.0	88.9	91.7	92.3	84.6
Program hours with violence	100.0	100.0	100.0	93.9	87.3	90.9	93.1	81.8
RATE	N	N	N	N	N	N	N	N
Number of violent acts	70	26	99	114	42	100	85	55
Rate per program (R/P)	5.4	6.5	5.5	5.7	4.7	8.3	6.5	4.2
Rate per hour (R/H)	23.3	17.3	24.7	24.2	10.0	18.2	12.5	10.0
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	60.9	54.5	57.7	67.9	45.4	27.3	45.6	26.8
Victims (are hurt)	87.0	54.5	69.2	71.4	50.0	54.5	67.4	43.9
Involved in violence (%V)	95.7	54.5	78.8	85.7	54.5	59.1	76.1	46.3
Killers	4.3	0.0	0.0	0.0	4.5	0.0	2.2	0.0
Killed	4.3	0.0	0.0	0.0	4.5	0.0	0.0	0.0
Involved in killing (%K)	8.7	0.0	0.0	0.0	4.5	0.0	2.2	0.0
Violent : Victim Ratio	-1.43	1.00	-1.20	-1.05	-1.10	-2.00	-1.48	-1.64
Killer : Killed Ratio	1.00	0.00	0.00	0.00	1.00	0.00	+0.00	0.00
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	157.4	147.6	180.4	154.8	118.3	144.7	130.3	113.0
Character V-Score: CS = (%V) + (%K)	104.4	54.5	78.8	85.7	59.0	59.1	78.3	46.3
Violence Index: VI = PS + CS	261.8	202.1	239.2	240.5	177.3	203.8	208.6	159.3

Table 9: ABC Weekend-Daytime (Children's) Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
18	13	16	11	11	19	17	10	11	10	20	258
5.3	4.2	5.4	4.0	4.5	4.3	3.8	2.2	3.9	4.0	4.5	81.3
48	37	48	27	32	51	48	23	34	37	47	677
%	%	%	%	%	%	%	%	%	%	%	%
83.3	100.0	93.8	100.0	90.9	100.0	88.2	90.0	100.0	100.0	100.0	94.6
78.6	99.2	94.7	100.0	88.9	100.0	93.6	92.6	100.0	100.0	100.0	93.8
N	N	N	N	N	N	N	N	N	N	N	N
79	79	86	105	71	132	92	48	73	92	138	1586
4.4	6.1	5.4	9.5	6.5	6.9	5.4	4.8	6.6	9.2	6.9	6.1
14.9	18.8	15.9	26.2	15.8	30.5	24.0	21.3	18.8	23.0	30.7	19.5
%	%	%	%	%	%	%	%	%	%	%	%
56.2	59.5	54.2	70.4	78.1	58.8	68.8	56.5	50.0	75.7	61.7	57.0
60.4	70.3	70.8	81.5	78.1	88.2	77.1	73.9	67.6	91.9	80.8	71.5
79.2	78.4	79.2	81.5	87.5	98.0	89.6	73.9	78.5	97.3	87.2	79.6
0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	1.0
0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.6
0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.0	1.5
-1.07	-1.18	-1.31	-1.16	1.00	-1.50	-1.12	-1.31	-1.35	-1.21	-1.31	-1.25
0.00	+2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	+2.00	0.00	+1.67
121.9	149.8	136.4	171.4	135.4	174.8	147.0	142.2	150.8	136.8	175.2	145.8
79.2	86.5	79.2	81.5	87.5	98.0	89.6	73.9	73.5	105.4	87.2	81.1
201.1	236.3	215.6	252.9	222.9	272.8	236.6	216.1	224.3	242.2	262.4	226.9

Table 10: All CBS Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	32	35	44	41	37	41	29	34
Program hours analyzed	19.5	20.0	24.0	24.0	24.5	24.5	23.1	26.0
Leading characters analyzed	73	79	135	63	81	108	107	124
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	65.6	77.1	81.8	73.2	78.4	70.7	75.9	76.5
Program hours with violence	70.5	80.0	84.0	75.7	86.7	72.6	82.8	80.8
RATE	N	N	N	N	N	N	N	N
Number of violent acts	110	137	232	152	209	167	181	187
Rate per program (R/P)	3.5	3.9	5.3	3.7	5.6	4.1	6.2	5.5
Rate per hour (R/H)	5.6	6.8	9.7	6.3	8.5	6.8	7.8	7.2
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	39.7	40.5	49.6	54.0	54.3	34.2	33.6	41.9
Victims (are hurt)	46.6	51.9	57.8	54.0	61.7	44.4	52.3	46.0
Involved in violence (%V)	53.4	59.5	65.2	60.3	71.6	51.9	57.0	58.9
Killers	8.2	7.6	3.7	4.8	14.8	5.6	9.3	9.7
Killed	6.8	3.8	3.0	3.2	4.9	0.9	7.5	4.8
Involved in killing (%K)	13.7	8.9	5.9	7.9	16.0	5.6	13.1	13.7
Violent : Victim Ratio	-1.17	-1.28	-1.16	1.00	-1.14	-1.30	-1.56	-1.10
Killer : Killed Ratio	+1.21	+2.00	+1.23	+1.50	+3.02	+6.22	+1.24	+2.02
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	83.8	98.5	111.8	93.2	106.6	92.5	103.9	101.9
Character V-Score: CS = (%V) + (%K)	67.1	68.4	71.1	68.2	87.6	57.5	70.1	72.6
Violence Index: VI = PS + CS	150.9	166.9	182.9	161.4	194.2	150.0	174.0	174.5

Table 10: All CBS Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
40	41	52	48	56	51	50	49	48	53	39	820
25.5	24.0	32.2	26.7	28.5	26.5	25.7	24.9	27.2	27.0	25.8	479.8
123	101	143	122	152	149	145	138	124	154	122	2243
%	%	%	%	%	%	%	%	%	%	%	%
67.5	82.9	71.2	85.4	87.5	84.3	86.0	75.5	77.1	90.6	79.5	78.9
72.5	83.3	73.8	83.3	81.6	80.8	88.3	73.2	73.4	90.8	83.7	79.9
N	N	N	N	N	N	N	N	N	N	N	N
174	199	263	268	284	282	339	228	228	353	181	4175
4.3	4.8	5.1	5.5	5.1	5.5	6.8	4.6	4.7	6.7	4.6	5.1
6.8	8.3	8.3	9.8	9.9	10.6	13.2	9.2	8.4	13.1	7.0	8.7
%	%	%	%	%	%	%	%	%	%	%	%
35.0	50.5	49.6	41.8	53.9	52.3	57.9	52.2	44.3	54.5	39.3	46.8
48.8	56.4	49.6	56.6	57.9	58.4	54.5	52.2	55.6	70.1	54.9	54.6
55.3	67.3	60.8	63.9	69.1	67.8	66.9	61.6	65.3	77.9	62.3	63.6
6.5	5.0	7.7	2.5	3.3	3.4	0.7	0.7	4.8	5.2	5.7	5.3
4.9	1.0	0.7	0.8	0.7	2.0	0.7	1.4	0.8	4.5	1.6	2.6
9.8	5.0	7.7	3.3	3.3	3.4	0.7	2.2	5.6	8.4	7.4	6.9
-1.39	-1.12	1.00	-1.35	-1.07	-1.11	+1.06	1.00	-1.25	-1.29	-1.39	-1.17
+1.33	+5.00	+11.00	+3.12	+5.00	+1.67	1.00	-2.00	+6.00	+1.16	+3.56	+2.04
89.7	109.1	98.0	116.0	117.5	116.5	126.0	103.1	103.3	130.2	102.7	106.5
65.1	72.3	68.5	67.2	72.4	71.2	67.6	63.8	70.9	86.3	69.7	70.5
154.8	181.4	166.5	183.2	189.9	187.7	193.6	166.9	174.2	216.5	172.4	177.0

Table 11: CBS Prime-Time Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	22	22	23	23	21	21	21	22
Program hours analyzed	17.5	17.0	18.0	18.5	19.5	18.0	19.0	20.0
Leading characters analyzed	54	59	76	46	52	71	75	80
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	54.5	63.6	69.6	56.5	76.2	57.1	66.7	63.6
Program hours with violence	68.6	76.5	80.6	70.3	87.2	66.7	78.9	75.0
RATE	N	N	N	N	N	N	N	N
Number of violent acts	67	60	68	56	104	72	108	115
Rate per program (R/P)	3.0	2.7	2.9	2.4	4.9	3.4	5.1	5.2
Rate per hour (R/H)	3.8	3.5	3.8	3.0	5.3	4.0	5.7	5.7
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	24.1	30.5	31.6	37.0	51.9	26.8	30.7	40.0
Victims (are hurt)	33.3	39.0	36.8	41.3	57.7	31.0	41.3	41.2
Involved in violence (%V)	40.7	49.2	44.7	45.7	67.3	36.6	45.3	47.5
Killers	9.3	8.5	5.3	6.5	23.1	8.5	13.3	13.8
Killed	3.7	5.1	3.9	4.3	7.7	1.4	10.7	7.5
Involved in killing (%K)	11.1	10.2	7.9	10.9	25.0	8.5	18.7	20.0
Violent : Victim Ratio	-1.38	-1.28	-1.16	-1.11	-1.11	-1.16	-1.34	-1.03
Killer : Killed Ratio	+2.51	+1.67	+1.36	+1.51	+3.00	+6.07	+1.24	+1.84
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	68.1	76.0	83.0	67.3	96.6	71.9	88.3	85.4
Character V-Score: CS = (%V) + (%K)	51.8	59.4	52.6	56.6	92.3	45.1	64.0	67.5
Violence Index: VI = PS + CS	119.9	135.4	135.6	123.9	188.9	117.0	152.3	152.9

Table 11: CBS Prime-Time Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
25	24	31	22	24	22	24	33	22	23	22	447
19.5	18.0	25.9	20.2	22.0	20.2	21.5	21.9	22.0	21.0	20.0	379.8
82	61	91	65	73	78	80	95	63	82	74	1357
%	%	%	%	%	%	%	%	%	%	%	%
52.0	70.8	61.3	68.2	79.2	68.2	79.2	63.6	63.6	82.6	77.3	66.9
66.7	77.8	71.1	78.0	79.5	75.3	88.4	69.5	70.4	88.1	82.5	76.4
N	N	N	N	N	N	N	N	N	N	N	N
89	84	173	89	129	82	148	107	68	171	100	1890
3.6	3.5	5.6	4.0	5.4	3.7	6.2	3.2	3.1	7.4	4.5	4.2
4.6	4.7	6.7	4.4	5.9	4.0	6.9	4.9	3.1	8.1	5.0	5.0
%	%	%	%	%	%	%	%	%	%	%	%
24.4	42.6	41.8	33.8	50.7	34.6	40.0	36.8	34.9	51.2	43.2	37.3
37.8	37.7	39.6	36.9	53.4	35.9	38.7	36.8	42.9	58.5	50.0	41.5
41.5	54.1	49.5	44.6	64.4	44.9	50.0	45.3	57.1	67.1	58.1	50.0
9.8	8.2	12.1	4.6	6.8	5.1	1.2	1.0	9.5	9.8	8.1	8.4
6.1	1.6	1.1	1.5	1.4	3.8	1.2	2.1	1.6	8.5	2.7	4.0
13.4	8.2	12.1	6.2	6.8	5.1	1.2	3.2	11.1	15.9	10.8	10.6
-1.55	+1.13	+1.05	-1.09	-1.05	-1.04	+1.03	1.00	-1.23	-1.44	-1.16	-1.11
+1.61	+5.12	+11.00	+3.07	+5.00	+1.33	1.00	-2.00	+6.00	+1.15	+3.00	+2.10
68.4	87.2	85.9	85.0	101.6	83.6	105.4	79.8	76.0	113.6	96.3	85.3
54.9	62.3	61.6	50.8	71.2	50.0	51.2	48.5	68.2	83.0	68.9	60.6
123.3	149.5	147.5	135.8	172.9	133.6	156.6	128.3	144.2	196.6	165.2	145.9

Table 12: CBS Weekend-Daytime (Children's) Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	10	13	21	18	16	20	8	12
Program hours analyzed	2.0	3.0	6.0	5.5	5.0	6.5	4.1	6.0
Leading characters analyzed	19	20	59	17	29	37	32	44
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	90.0	100.0	95.2	94.4	81.3	85.0	100.0	100.0
Program hours with violence	87.5	100.0	94.4	93.9	84.7	89.2	100.0	100.0
RATE	N	N	N	N	N	N	N	N
Number of violent acts	44	77	164	96	105	95	73	72
Rate per program (R/P)	4.4	5.9	7.8	5.3	6.6	4.7	9.1	6.0
Rate per hour (R/H)	22.0	25.7	27.3	17.4	21.0	14.6	17.8	12.0
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	84.2	70.0	72.9	100.0	58.6	48.6	40.6	45.4
Victims (are hurt)	84.2	90.0	84.7	88.2	69.0	70.3	78.1	54.5
Involved in violence (%V)	89.5	90.0	91.5	100.0	79.3	81.1	84.4	79.5
Killers	5.3	5.0	1.7	0.0	0.0	0.0	0.0	2.3
Killed	15.8	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Involved in killing (%K)	21.1	5.0	3.4	0.0	0.0	0.0	0.0	2.3
Violent : Victim Ratio	1.00	-1.29	-1.16	+1.13	-1.18	-1.45	-1.92	-1.20
Killer : Killed Ratio	-2.98	+0.00	1.00	0.00	0.00	0.00	0.00	+0.00
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	142.8	163.2	165.4	139.8	136.5	123.6	153.8	140.0
Character V-Score: CS = (%V) + (%K)	110.6	95.0	94.9	100.0	79.3	81.1	84.4	81.8
Violence Index: VI = PS + CS	253.4	258.2	260.3	239.8	215.8	204.7	238.2	221.8

Table 12: CBS Weekend-Daytime (Children's) Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
15	17	21	26	32	29	26	16	26	30	17	373
6.0	6.0	6.3	6.5	6.5	6.2	4.2	3.0	5.2	6.0	5.8	100.0
41	40	52	57	79	71	65	43	61	72	48	886
%	%	%	%	%	%	%	%	%	%	%	%
93.3	100.0	85.7	100.0	93.8	96.6	92.3	100.0	88.5	96.7	92.4	93.3
91.7	100.0	84.9	100.0	88.5	98.6	88.2	100.0	85.7	100.0	87.6	93.4
N	N	N	N	N	N	N	N	N	N	N	N
85	115	95	174	155	200	191	121	160	182	81	2285
5.7	6.8	4.5	6.7	4.8	6.9	7.3	7.6	6.1	6.1	4.8	6.1
14.2	19.2	15.1	26.8	23.7	32.0	44.9	40.3	30.5	30.3	13.9	22.8
%	%	%	%	%	%	%	%	%	%	%	%
56.1	62.3	63.5	50.9	57.0	71.8	80.0	86.0	54.1	58.3	33.3	61.4
70.7	85.0	67.3	78.9	62.0	83.1	73.8	86.0	68.9	83.3	62.5	74.7
82.9	87.5	80.8	86.0	73.4	93.0	87.7	97.7	73.8	90.3	68.8	84.3
0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.1	0.7
2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
2.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.1	1.2
-1.26	-1.36	-1.06	-1.55	-1.09	-1.16	+1.08	1.00	-1.27	-1.43	-1.88	-1.22
-0.00	0.00	0.00	0.00	0.00	+0.00	0.00	0.00	0.00	0.00	+0.00	+1.17
133.1	152.0	124.9	167.0	166.8	150.8	174.4	196.7	195.8	161.7	169.5	151.1
85.3	87.5	80.8	86.0	73.4	94.4	87.7	97.7	73.8	90.3	70.9	85.5
218.4	239.5	205.7	253.0	224.2	268.8	284.4	293.5	235.5	259.8	190.7	236.6

Table 13: All NBC Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	29	30	38	29	35	26	34	32
Program hours analyzed	20.5	21.0	25.2	22.0	23.4	23.5	25.7	25.5
Leading characters analyzed	81	73	115	57	83	88	126	114
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	89.7	80.0	92.1	89.7	91.4	96.2	79.4	84.4
Program hours with violence	87.0	87.7	94.2	90.9	91.4	95.7	86.5	86.3
RATE	N	N	N	N	N	N	N	N
Number of violent acts	172	146	230	173	161	167	182	147
Rate per program (R/P)	5.9	4.9	6.0	6.0	4.6	6.4	5.3	4.6
Rate per hour (R/H)	8.4	6.9	9.1	7.9	6.9	7.1	7.1	5.8
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	63.0	53.4	57.8	56.1	50.6	51.1	35.7	38.6
Victims (are hurt)	72.8	58.9	71.3	64.9	50.6	62.5	52.4	47.4
Involved in violence (%V)	81.5	69.9	77.4	70.2	67.5	70.5	61.1	61.4
Killers	14.8	12.3	4.3	12.3	6.0	5.7	6.3	7.0
Killed	6.2	5.5	0.9	10.5	2.4	4.5	1.6	5.3
Involved in killing (%K)	19.8	13.7	5.2	15.8	7.2	9.1	6.3	10.5
Violent : Victim Ratio	-1.15	-1.10	-1.23	-1.16	1.00	-1.22	-1.47	-1.23
Killer : Killed Ratio	+2.39	+2.24	+4.78	+1.17	+2.50	+1.27	+3.94	+1.32
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	118.3	103.6	122.3	117.5	114.4	123.2	104.2	105.2
Character V-Score: CS = (%V) + (%K)	101.3	83.6	82.6	86.0	74.7	79.6	67.4	71.9
Violence Index: VI = PS + CS	219.6	187.2	204.9	203.5	189.1	202.8	171.6	177.1

Table 13: All NBC Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
33	37	32	28	36	36	43	40	40	39	41	658
27.5	26.4	23.4	26.1	25.2	23.5	23.4	24.3	24.6	25.7	26.5	463.5
118	92	98	84	116	98	134	127	115	116	129	1964
%	%	%	%	%	%	%	%	%	%	%	%
90.9	91.9	84.4	78.6	80.6	91.7	86.0	80.0	82.5	82.1	85.4	86.0
92.7	92.4	82.9	84.0	77.2	94.3	89.6	81.6	86.8	86.6	89.6	88.3
N	N	N	N	N	N	N	N	N	N	N	N
225	292	185	181	193	214	229	224	221	267	283	3892
6.8	7.9	5.8	6.5	5.4	5.9	5.3	5.6	5.5	6.8	6.9	5.9
8.2	11.1	7.9	6.9	7.7	9.1	9.8	9.2	8.9	10.4	10.7	8.4
%	%	%	%	%	%	%	%	%	%	%	%
46.6	70.6	53.1	41.7	48.3	51.0	41.8	55.1	47.8	55.2	39.5	49.4
55.1	73.9	59.2	55.9	51.7	57.1	55.2	60.6	63.5	61.2	58.9	59.4
67.8	81.5	70.4	64.3	64.7	69.4	64.2	67.7	68.7	69.8	64.3	68.6
10.2	10.9	7.1	3.6	5.2	4.1	5.2	5.5	2.6	4.3	4.7	6.6
3.4	5.4	3.1	6.0	3.4	2.0	2.2	1.6	0.0	5.2	2.3	3.4
11.9	13.0	8.2	9.5	7.8	5.1	5.9	6.3	2.6	8.6	6.2	8.6
-1.18	-1.05	-1.11	-1.34	-1.07	-1.09	-1.32	-1.10	-1.33	-1.11	-1.49	-1.20
+3.00	+2.02	+2.29	-1.67	+1.50	+2.00	+2.33	+3.50	+0.00	-1.21	+2.04	+1.94
120.9	129.9	111.8	105.4	106.6	121.7	116.2	109.6	111.3	116.5	120.6	114.6
79.7	94.5	78.6	73.8	72.4	74.5	70.1	74.0	71.3	78.4	70.5	77.2
200.6	224.4	190.4	179.2	179.0	196.2	186.3	183.6	182.6	194.9	191.1	191.8

Table 14: NBC Prime-Time Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	20	17	20	17	19	18	18	19
Program hours analyzed	18.5	18.0	21.2	19.0	17.5	20.0	18.0	21.0
Leading characters analyzed	61	51	67	38	51	64	59	77
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	90.0	76.5	85.0	82.4	89.5	94.4	66.7	78.9
Program hours with violence	86.5	88.9	93.2	89.5	91.4	95.0	83.3	85.7
RATE	N	N	N	N	N	N	N	N
Number of violent acts	135	77	95	87	64	117	93	80
Rate per program (R/P)	6.7	4.5	4.7	5.1	3.4	6.5	5.2	4.2
Rate per hour (R/H)	7.3	4.3	4.5	4.6	3.7	5.8	5.2	3.8
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	59.0	51.0	44.8	44.7	43.1	51.6	35.6	40.3
Victims (are hurt)	70.5	52.9	56.7	50.0	37.2	59.4	40.7	39.0
Involved in violence (%V)	80.3	66.7	65.7	55.3	56.9	70.3	45.8	58.4
Killers	18.0	15.7	7.5	13.2	9.8	7.8	13.6	10.4
Killed	4.9	7.8	0.0	13.2	3.9	4.7	3.4	7.8
Involved in killing (%K)	21.3	17.6	7.5	18.4	11.8	10.9	13.6	15.6
Violent : Victim Ratio	-1.19	-1.04	-1.27	-1.12	+1.16	-1.15	-1.14	+1.03
Killer : Killed Ratio	+3.67	+2.01	+0.00	1.00	+2.51	+1.66	+4.00	+1.33
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	118.0	94.1	103.4	101.8	103.7	119.0	87.5	94.9
Character V-Score: CS = (%V) + (%K)	101.6	84.3	73.2	73.7	68.7	81.2	59.4	74.0
Violence Index: VI = PS + CS	219.6	178.4	176.6	175.5	172.4	200.2	146.9	168.9

Table 14: NBC Prime-Time Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
21	18	16	17	17	18	17	22	23	24	25	366
22.5	21.5	18.5	22.2	19.7	19.0	18.0	19.5	20.0	21.0	21.5	376.7
81	51	53	61	64	55	61	73	68	79	75	1189
%	%	%	%	%	%	%	%	%	%	%	%
85.7	83.3	75.0	70.6	70.6	88.9	76.5	63.6	73.9	70.8	80.0	79.0
91.1	90.7	81.1	82.2	74.6	94.7	88.9	76.9	85.0	83.3	88.4	86.8
N	N	N	N	N	N	N	N	N	N	N	N
124	148	108	102	135	139	94	87	104	137	176	2102
5.9	8.2	6.7	6.0	7.9	7.7	5.5	3.9	4.5	5.7	7.0	5.7
5.5	6.9	5.8	4.6	6.9	7.3	5.2	4.5	5.2	6.5	8.2	5.6
%	%	%	%	%	%	%	%	%	%	%	%
40.7	64.7	60.4	34.4	56.3	49.1	40.9	38.4	41.2	53.2	44.0	46.6
43.2	66.7	58.5	45.9	54.7	54.5	42.6	39.7	45.6	60.8	53.3	50.9
55.6	74.5	69.8	54.1	60.9	65.4	49.2	45.2	51.5	64.6	58.7	60.1
14.8	19.6	13.2	4.9	9.4	7.3	11.5	8.2	4.4	6.3	8.0	10.4
4.9	9.8	5.7	8.2	6.3	1.8	4.9	2.7	0.0	7.6	4.0	5.1
17.3	23.5	15.1	13.1	14.1	7.3	13.1	9.6	4.4	12.7	10.7	13.3
-1.06	-1.03	+1.03	-1.33	+1.03	-1.07	-1.04	-1.04	-1.11	-1.14	-1.21	-1.09
+3.02	+2.00	+2.32	-1.67	+1.50	+4.00	+2.33	+3.00	+0.00	-1.21	+2.00	+2.04
108.5	113.5	100.0	91.8	100.2	118.9	97.9	80.4	93.3	95.2	110.4	101.6
72.9	98.0	84.9	67.2	75.0	[illegible].7	62.3	54.8	55.9	77.3	69.4	73.4
181.4	211.5	184.9	159.0	175.2	191.6	160.2	135.2	149.2	172.5	179.8	175.0

Table 15: NBC Weekend-Daytime (Children's) Programs

	1967	1968	1969	1970	1971	1972	1973	1974
SAMPLES (100%)	N	N	N	N	N	N	N	N
Programs analyzed	9	13	18	12	16	8	16	13
Program hours analyzed	2.0	3.0	4.0	3.0	5.9	3.5	7.7	4.5
Leading characters analyzed	20	22	48	19	32	24	67	37
PREVALENCE	%	%	%	%	%	%	%	%
Programs with violence (%P)	88.9	84.6	100.0	100.0	93.8	100.0	93.8	92.3
Program hours with violence	91.7	80.5	100.0	100.0	91.5	100.0	93.9	88.9
RATE	N	N	N	N	N	N	N	N
Number of violent acts	37	69	135	86	97	50	89	67
Rate per program (R/P)	4.1	5.3	7.5	7.2	6.1	6.2	5.6	5.1
Rate per hour (R/H)	18.5	23.0	33.7	28.7	16.4	14.3	11.6	14.9
ROLES (% LEADING CHARACTERS)	%	%	%	%	%	%	%	%
Violents (hurt others)	75.0	59.1	68.7	78.9	62.5	50.0	35.8	35.1
Victims (are hurt)	80.0	72.7	91.7	94.7	71.9	70.8	62.7	64.9
Involved in violence (%V)	85.0	77.3	93.8	100.0	84.4	70.8	74.6	67.6
Killers	5.0	4.5	0.0	10.5	0.0	0.0	0.0	0.0
Killed	10.0	0.0	2.1	5.3	0.0	4.2	0.0	0.0
Involved in killing (%K)	15.0	4.5	2.1	10.5	0.0	4.2	0.0	0.0
Violent : Victim Ratio	-1.07	-1.23	-1.33	-1.20	-1.15	-1.42	-1.75	-1.85
Killer : Killed Ratio	-2.00	+0.00	-0.00	+1.98	0.00	-0.00	0.00	0.00
INDICATORS OF VIOLENCE								
Program Score: PS = (%P) + 2(R/P) + 2(R/H)	134.1	141.2	182.4	171.8	138.8	141.0	128.2	132.3
Character V-Score: CS = (%V) + (%K)	100.0	81.8	95.9	110.5	84.4	75.0	74.6	67.6
Violence Index: VI = PS + CS	234.1	223.0	278.3	282.3	223.2	216.0	202.8	199.9

Table 15: NBC Weekend-Daytime (Children's) Programs

1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	TOTAL
N	N	N	N	N	N	N	N	N	N	N	N
12	19	16	11	19	18	26	18	17	15	16	292
5.0	4.9	4.9	3.8	5.5	4.5	5.4	4.8	4.6	4.7	5.0	86.8
37	41	45	23	52	43	73	54	47	37	54	775
%	%	%	%	%	%	%	%	%	%	%	%
100.0	100.0	93.8	90.9	89.5	94.4	92.3	100.0	94.1	100.0	93.8	94.9
100.0	100.0	89.8	96.5	86.4	92.6	92.3	100.0	94.5	100.0	95.0	94.4
N	N	N	N	N	N	N	N	N	N	N	N
101	144	77	79	58	75	135	137	117	130	107	1790
8.4	7.6	4.8	7.2	3.1	4.2	5.2	7.6	6.9	8.7	6.7	6.1
20.2	29.4	15.7	20.8	10.5	16.7	24.9	28.4	25.5	27.7	21.4	20.6
%	%	%	%	%	%	%	%	%	%	%	%
59.5	78.0	44.4	60.9	38.5	53.5	42.5	77.8	57.4	59.5	33.3	53.7
81.1	82.9	60.0	82.6	48.1	60.5	65.8	88.9	89.4	72.9	66.7	72.5
94.6	90.2	71.1	91.3	69.2	74.4	76.7	98.1	93.6	81.1	72.2	81.5
0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.6
0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.8
0.0	0.0	0.0	0.0	0.0	2.3	0.0	1.9	0.0	0.0	0.0	1.3
-1.36	-1.06	-1.35	-1.36	-1.25	-1.13	-1.55	-1.14	-1.55	-1.22	-2.00	-1.35
0.00	0.00	0.00	0.00	0.00	-0.00	0.00	+0.00	0.00	0.00	0.00	-1.33
157.2	174.0	134.8	146.9	116.7	136.2	152.5	172.0	158.9	172.8	150.0	148.3
94.6	90.2	71.1	91.3	69.2	76.7	76.7	100.0	93.6	81.1	72.2	82.8
81.8	264.2	205.9	238.2	185.9	212.8	229.2	272.0	252.5	253.9	222.2	231.1

Table 16

Number and Percent of Respondents Who Have High Scores on the Mean World Index

	Television Viewing								CD		
	Total		Light		Medium		Heavy		(%Heavy-	Gamma	Total N
	N	%	N	%	N	%	N	%	%Light)		
Overall	2214	42	454	36	969	40	791	49	13	+.168***	5300
Sex											
Men	1024	44	220	37	482	43	322	53	16	+.194***	2316
Women	1190	40	234	35	487	37	469	47	12	+.160***	2984
Age											
Under 30	739	52	136	44	298	49	305	61	17	+.218***	1413
30 to 54	878	38	205	32	413	37	260	46	14	+.176***	2295
55 and Older	592	38	113	36	255	36	224	41	5	+.075	1576
Education											
No College	1669	48	301	46	721	46	647	50	4	+.066*	3510
Some College	538	30	151	25	245	29	142	44	19	+.223***	1779
Race											
White	1801	38	380	33	809	36	612	45	12	+.155***	4739
Non-White	413	74	74	73	160	73	179	74	1	+.013	561
Income											
Under $10,000	819	50	161	49	313	47	345	53	4	+.060	1643
$10,000 to $20,000	697	43	120	34	321	41	256	52	18	+.226***	1626
Over $20,000	552	32	140	28	273	32	139	40	12	+.153***	1707
Political Views											
Conservative	558	39	127	32	267	39	164	45	13	+.172***	1441
Moderate	752	43	144	42	315	39	293	48	6	+.093*	1755
Liberal	538	44	113	36	219	41	206	57	21	+.270***	1208

Data Source: NORC General Social Surveys from 1975, 1978, 1980, and 1983.

* p <= .05; ** p <= .01; *** p <= .001

Note: Viewing was measured by the following question: "On the average day, about how many hours do you personally watch television?" Light: under 2 hours; Medium: 2 to 4 hours; Heavy: over 4 hours.

The Mean World Index measures the degree to which respondents agree that most people are just looking out for themselves, that you can't be too careful in dealing with people, and that most people would take advantage of you if they got a chance.

Table 17

Number and Percent of Respondents Who Have High Scores on an Index of Alienation and Gloom

	Television Viewing								CD		
	Total		Light		Medium		Heavy		(%Heavy-	Gamma	Total N
	N	%	N	%	N	%	N	%	%Light)		
Overall	3334	58	740	53	1425	55	1169	65	12	+.158***	5790
Sex											
Men	1453	56	346	49	685	55	422	64	15	+.185***	2601
Women	1881	59	394	56	740	55	747	65	9	+.131***	3189
Age											
Under 30	830	57	183	54	316	53	331	63	9	+.137**	1459
30 to 54	1442	57	372	51	663	55	407	68	17	+.203***	2537
Over 55	1045	59	179	56	439	57	427	63	7	+.110**	1766
Education											
No College	2456	65	460	66	1033	63	963	68	2	+.050	3758
Some College	868	43	279	40	387	42	202	52	12	+.139***	2020
Race											
White	2678	55	624	50	1170	53	884	63	13	+.157***	4858
Non-White	656	70	116	72	255	68	285	72	0	+.033	932
Income											
Under $10,000	1059	69	195	68	389	67	475	70	2	+.037	1542
$10,000 to $20,000	980	60	204	56	431	59	345	66	10	+.132**	1626
Over $20,000	1040	47	279	42	501	46	260	57	13	+.173***	2204
Political Views											
Conservative	984	53	242	50	428	51	314	61	11	+.145***	1842
Moderate	1307	59	253	53	554	57	500	66	13	+.174***	2202
Liberal	899	58	207	53	385	56	307	66	13	+.164***	1548

Data Source: NORC General Social Surveys for 1977, 1980, and 1985

* p <= .05; ** p <= .01; *** p <= .001

Note: Viewing was measured by the following question: "On the average day, about how many hours do you personally watch television?" Light: under 2 hours; Medium: 2 to 4 hours; Heavy: over 4 hours.

The Index of Alienation and Gloom was measured by three of Srole's Anomie items: the lot of the average man is getting worse, it is hardly fair to bring a child into the world, and most public officials are not interested in the lot of the average man.